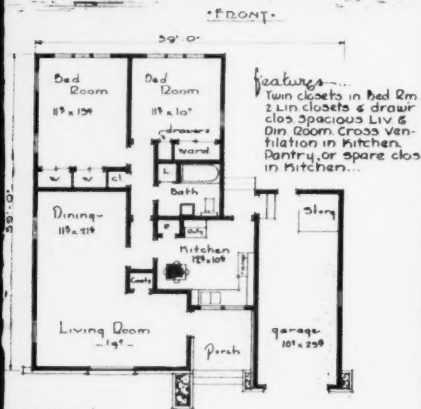


# *Southern* BUILDING SUPPLIES

SEPTEMBER, 1953

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



*on page 78*

**Assn. Plan Service  
Helps Oklahoma  
Dealers Sell Houses**

**ASSOCIATION  
DIRECTORY PAGE 42**

**CONTENTS OF THIS  
ISSUE ON PAGE 49**

**Main Street Store  
Has Popular Room  
for Contractors**

*on page 55*

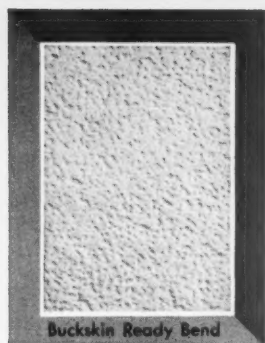


*on page 53*

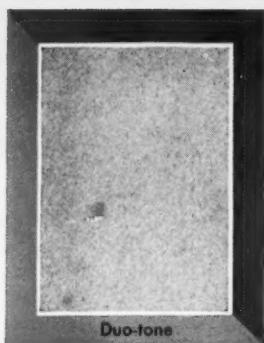
**Splashes of Stone  
Grow in Popularity,  
Pay Off Dealer**

**11,600 COPIES  
OF THIS ISSUE**

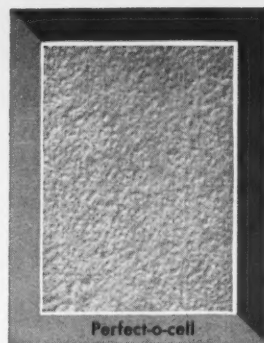
**BEGINNING: "It's Just Good Horse-Sense" ... page 96**



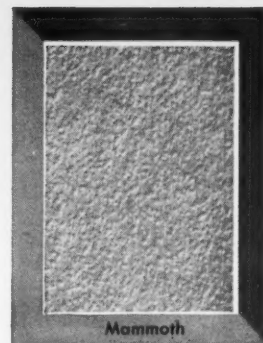
Buckskin Ready Bend



Duo-tone



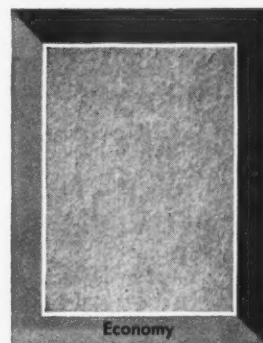
Perfect-o-cell



Mammoth



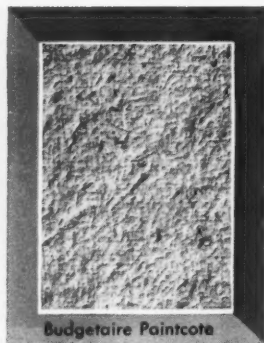
Let **PLASTERGON**  
paint this wallboard  
profit picture for you



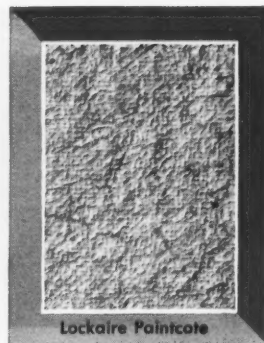
Economy



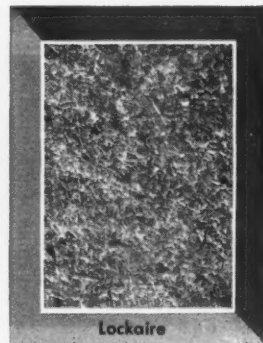
Ebony



Budgetaire Paintcote



Lockaire Paintcote



Lockaire

We'd blush at the suggestion that we're Old Masters . . . but we have what it takes to make a wall a work of art . . .

That's Plastergon . . . made in every type of wallboard your customer needs. Styled and specified to his exact requirement . . . and at the best price.

Let us help you to create a sales masterpiece with the complete Plastergon line. *Ask us for full details and product literature.*

## PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY  
P. O. Box 40, Station B, Buffalo 7, N. Y.

Cable Address, "Plastergon" • Phone Riverside 3370

Check this list . . .  
you'll find a wallboard  
for your every need

**BUCKSKIN READY BEND**—1/10" pebbled wallboard especially useful in display work. 4' x 8' panels . . . 20 pieces per bundle.

**DUO-TONE**—2-color wallboard in 6 different color combinations. Four-ply . . . 48" wide . . . 6 to 12 ft. long. Bundles of 12.

**PERFECT-O-CELL**—Approximately 3/16", 4-ply, pebbled wallboard with extra sizing on both sides. Rich cream color. 48" wide . . . lengths 6 to 12 ft.

**MAMMOTH**—Approximately 1/4", 5-ply, pebbled wallboard of great beauty and strength. 48" wide . . . standard lengths 6 to 12 ft. Bundles of 10.

**ECONOMY**—A lot of value at low cost. Smooth finish, both sides. 4-ply . . . 48" wide . . . 6 to 12 ft. long . . . bundles of 12.

**EBONY**—1/8" asphalted underlay board. 30" x 48" (100 sq. ft. per bundle). Also standard panels 48" wide, 4 to 12 ft. long.

**BUDGETAIRE PAINTCOTE**—5/16" insulating board. Licorice root fibres. Factory painted one side. 48" wide . . . 6 to 12 ft. Bundles of 10.

**LOCKAIRE PAINTCOTE**—1/2" insulating board. Licorice root fibres for greater strength. Factory painted one side. 48" wide . . . 6 to 12 ft.

**LOCKAIRE**—1/2" and 25/32" Asphaltic board. 48" wide . . . 6 to 12 ft. long. Also v-joint panels 2' by 8'. 25/32" building boards.



## **lumber, plywood, and door distributors**

**We Maintain Large Stocks of Both Lumber and Plywood in Many Species of Wood from the U.S.A. and Abroad. Among the Items Available for Immediate Shipment Are:**

**MAHOGANY:** We are specialists in British Honduras, Philippine and African Mahoganies.

**LUMBER:** Tough Ash, American Black Walnut, Aromatic Cedar Lumber and Closet Lining, Long Leaf Pine, Hard Maple, Birch, Prima Vera, Red Gum, Poplar, Red and White Oak.

**PLYWOOD:** Birch, Gum, Mahogany, Fir Plyweave, Oak, Walnut, Fir, Virola (Banak).

**DOORS:** Flush and Entrance Doors, Fir, Birch, Gum, Mahogany.

**WESTERN LUMBER:** Ponderosa Pine, Kiln-Dried Fir, Redwood Lumber & Siding, Western Red Cedar.

**DECORATIVE PLASTICS:** Panelyte—For Commercial Installation and Shop Fabrication 1/16" thickness Wood Grains Now Available. Arborite—For On-Job Application, 1/8" thickness.

**TIDEWATER RED CYPRESS:** Boat Stock, Dressed Finish, 4/4 to 12/4 No. 1 Shop and Better.

**FLOORING:** Oak Block and Strip, Maple and Beech Strip, Industrial and Block-On-End Flooring.

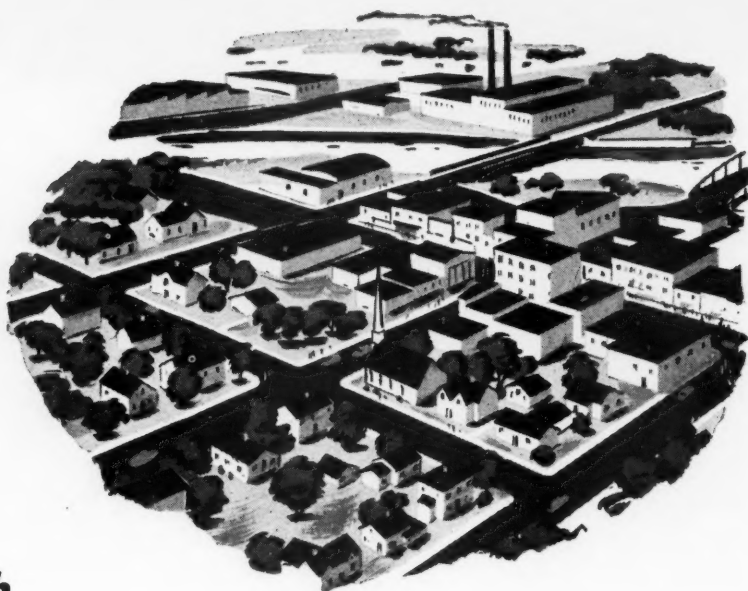
### **PANELING**

Philippine Mahogany, Knotty Pine, Cypress, Redwood, Fir Driftwood, Fir Ridgewood.

# **dixie lumber co., inc.**

8201 FIG STREET • NEW ORLEANS 18, LOUISIANA  
Telegraphic Address WUX-DIXIE Telephone WALnut 9500

**14,932  
MASONITE  
ADS IN A  
SINGLE  
TRADING AREA!  
(19,100 FAMILIES)**



**study shows thorough  
coverage of best prospects  
in average U. S. community!**

Talk about advertising support! Masonite Corporation gives it to you—in large quantities! And here's the proof:

A recent study brought out that in a typical American trading area \*Masonite's 12 different advertising campaigns reach a total of 14,932 people *each time they appear*.

This includes only the advertising placed by Masonite Corporation; it does not include any newspaper advertising, direct mail, radio announcements or other promotion by Masonite dealers.

All these campaigns appear in carefully selected magazines that are read and liked by the most logical prospects for Masonite Presdwood® Products.

Masonite advertising is continuous advertising. It reaches your prospects not once, but many times a year. It tells them what Masonite Presdwood is, what it will do for them, and how to use it.

**And it tells them where to buy it!**

Masonite advertising is one more reason why Masonite Presdwood is such a popular "leader" item everywhere!

\*Name on request.

8,597 hobbyists, home  
craftsmen who read  
**POPULAR MECHANICS  
POPULAR SCIENCE**

7 sign builders and  
outdoor display men  
who read  
**SIGNS OF THE TIMES**

9 Display managers and  
their staffs in stores  
who read  
**DISPLAY WORLD**

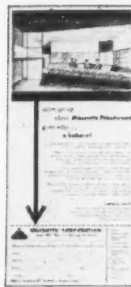
11 Prospects for Masonite  
Underlayment who read  
**FLOORING**



These are the ads—and the people who read them in "Typicaltown," U.S.A.



8,159 Homeowners and prospective homeowners who read  
**BETTER HOMES & GARDENS  
AMERICAN HOME  
LIVING FOR YOUNG  
HOMEMAKERS  
SMALL HOMES GUIDE  
HOME MODERNIZING  
HOUSEHOLD**



487 Businessmen, Merchants,  
Store owners who read  
**NATION'S BUSINESS**



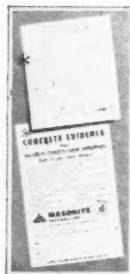
4,388 farmers who read  
**COUNTRY GENTLEMAN  
CAPPER'S FARMER  
SUCCESSFUL FARMING  
HOARD'S DAIRYMAN  
POULTRY TRIBUNE**



84 men and women  
interested in farming who read  
**NATIONAL 4-H NEWS  
BETTER FARMING METHODS  
COUNTY AGENT & VO-AG  
TEACHER  
AGRICULTURAL  
ENGINEERING**



35 men in plants and factories  
who read  
**PLANT ENGINEERING**



50 prospects for Masonite  
Concrete Form Presdwood  
who read  
**ENGINEERING  
NEWS-RECORD**



10 Architects, Architectural  
Engineers who read  
**ARCHITECTURAL RECORD  
PROGRESSIVE  
ARCHITECTURE**



95 Builders, Contractors,  
Developers who read  
**AMERICAN BUILDER  
PRACTICAL BUILDER  
HOUSE & HOME**



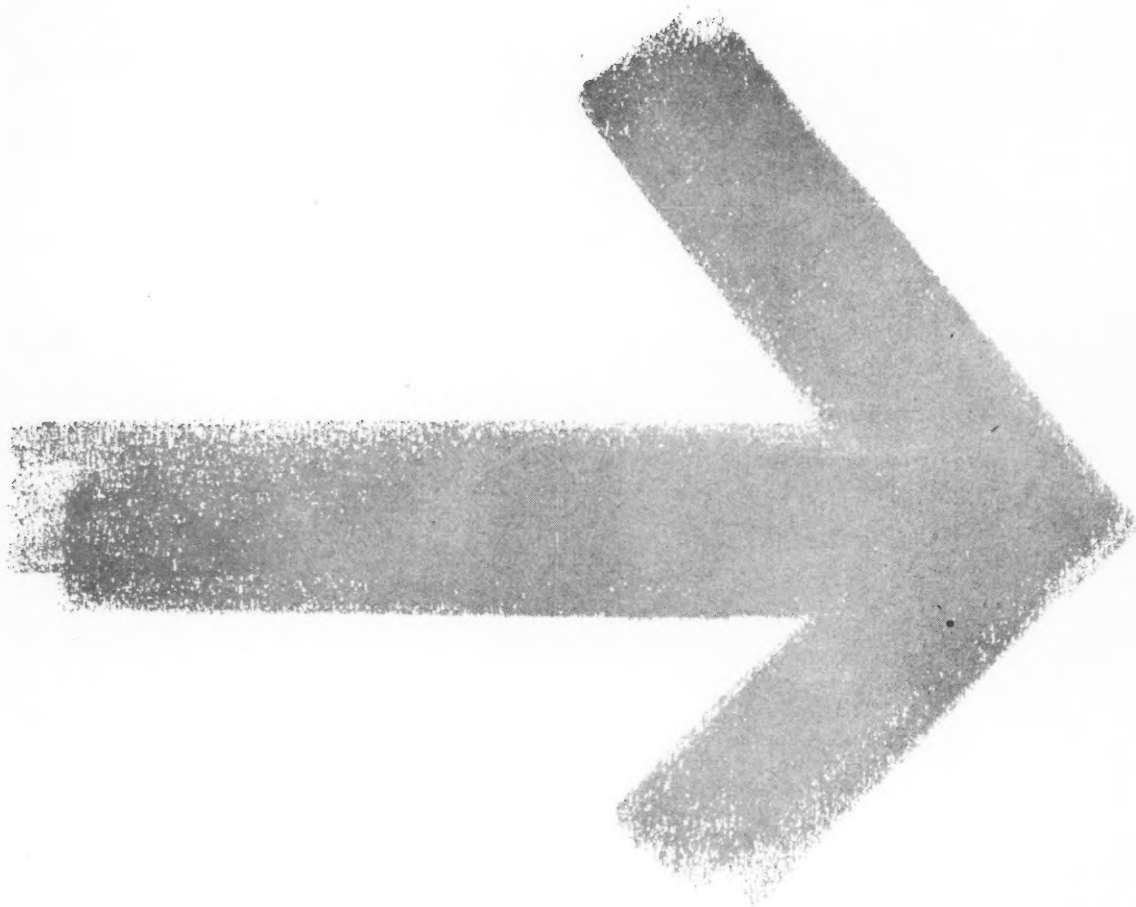
**MASONITE<sup>®</sup> CORPORATION**

Dept. SBS-9, Box 777, Chicago 90, Ill.

"Masonite" signifies that Masonite Corporation is the source of the product

**better hardboards for better profits**

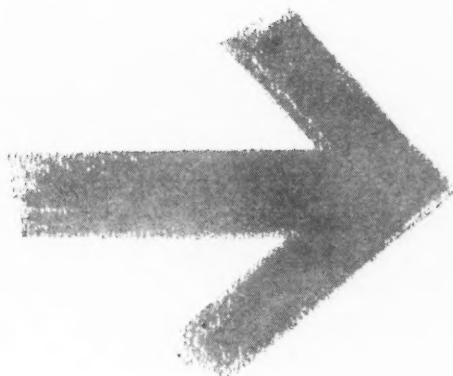




For facts on West Coast Lumber grades and uses,  
and information on free promotion material, write  
West Coast Lumbermen's Association, Room 536,  
1410 S. W. Morrison Street, Portland 5, Oregon.

For better values  
in lumber, more and  
more buyers  
are turning to  
**\*WEST COAST LUMBER**

*Douglas Fir  
West Coast Hemlock  
Western Red Cedar  
Sitka Spruce*



**\*ASK THE MAN  
WHO BUYS IT...**

# A TALE OF TWO TWISTERS

**Recent tornados  
teach a Tite-On lesson you can profit from!**

A roaring twister lashed its tail through Amery, Wisconsin on May 10th, then repeated the same fearful performance near Winona, Minn.

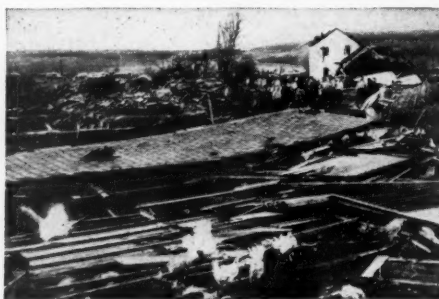
In these two pictures you can see how the buildings were demolished and the Tite-On Asphalt Roofs remained intact. The weather overemphasized our point about Tite-Ons. Their wind-defying qualities have already been proved in hundreds of storms and on three-quarters of a million roofs.

Admittedly there's not much advantage in having a roof without a building under it. But these cases dramatize the fact that Tite-Ons are more than a match for the

yearly windstorms that rip off ordinary shingles, causing wind and rain to do untold damage.

It's a reminder to dealers that nothing sells like a dramatic demonstration . . . a reminder that you earn good will by selling products that perform when put to the test . . . a reminder that you not only sell roofing, but real windstorm insurance when you sell Tite-Ons.

If you don't have ample sales literature proving Tite-On Shingle's windstorm performance, see your Ruberoid salesman now, or write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.



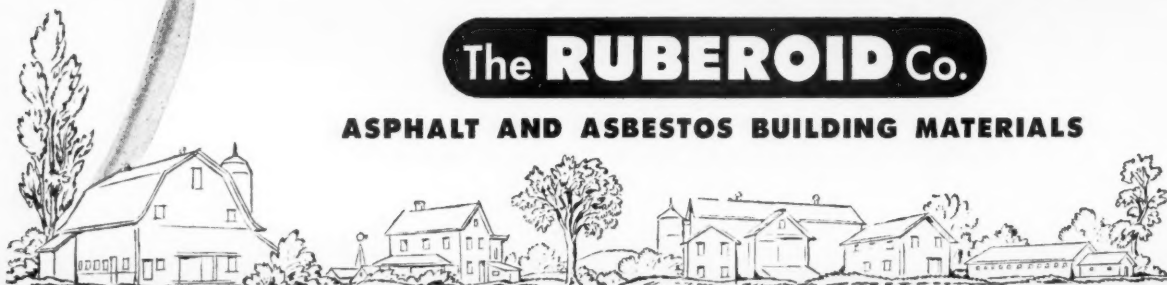
Winona, Minn., May 10—On the Alvin Wondrow farm this barn was completely demolished. The only damage suffered by the Tite-On roof was where the roof deck was pierced.



Amery, Wisc., May 10—The Lincoln Town Hall, a brick building was wrecked by the tornado. The Dubl-Coverage Tite-On roof, applied over old wood shingles, survived intact except where the roof deck broke.

**The RUBEROID Co.**

**ASPHALT AND ASBESTOS BUILDING MATERIALS**





# 3

## SURE WAYS TO BIGGER SALES VOLUME

*Ponderosa Pine*  
**WOODWORK**



### *Sell More Windows!*

Here's a book crammed full of window ideas—new ways to use Ponderosa Pine windows—new help for home owners in planning for more and better windows. Let this book step up your window sales.



### *Sell More Doors!*

National home magazine editors are heaping praise on this full color booklet! It shows home owners how to achieve new beauty with Ponderosa Pine panel decorator doors. It's beautiful—stimulating—sales-making!



### *Sell More Remodeling Materials!*

Illustrated with actual floor plans containing more than 30 remodeling ideas—this Ponderosa Pine booklet gets action from home owners—brings them into your store for a host of remodeling materials.

#### **Mail the Coupon for Free Sample Copies!**

Ponderosa Pine Woodwork  
Dept. WSB-9, 38 South Dearborn Street  
Chicago 3, Illinois

Please send me

- ☐ Window Booklet—"The New Outlook"
- ☐ Door Booklet—"Latest Color Style News"
- ☐ Remodeling Booklet—"How to Stretch Your Home for Better Living"

Name.....

Address.....

Business or Profession.....

City.....Zone.....State.....

Houston Development Builders say:  
When offered a choice . . .  
customers invariably choose

# Shakertown Sidewalls

1200 Houston homes built  
with Shakertowns!



**\*BRACE & CARRUTH**

"We have always believed that top quality materials make homes sell easier, faster, with fewer headaches," says this leading Texas builder. "And year-after-year sales records, on homes built with Shakertowns, have proved that they do just that."



Yes, there's powerful buy-appeal in Shakertowns, lots of it! It's the exclusive feature a builder gains by applying these rich-colored, deep-grooved cedar shakes on homes in any style, in any price range.

You can see it . . . in the natural wood texture . . . in the soft, suede-like finish and deep shadow-lines with wide, sweeping exposures. It's there . . . in the savings these double-coursed shakes offer in extra protection, insulation and less cost per year of service.

Brace & Carruth have used Shakertown Sidewalls on more than 1200 distinctive homes. They utilize the styling flexibility, the wide color range, and the many practical combinations with other quality materials. Like Brace & Carruth, you can meet the demands of changing style requirements and customer preference, most profitably with America's most imitated material . . . Shakertown Sidewalls.

Get a more complete story from your nearby distributor. Or write us today for full details.

**THE PERMA PRODUCTS COMPANY**

CLEVELAND 27, OHIO



*Manufacturers & Distributors*

## SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

Orlando, Fla.

Miami, Fla.

Atlanta, Ga.

Augusta, Ga.

Tampa, Fla.

Indianapolis, Fla.



# SSirco Hits a New High!

... IN WHAT YOU WANT—  
WHEN YOU WANT IT!



One of the many SSirco Services — and one that will mean a lot to you — is the convenience of getting *what you want when you want it*.

You benefit two ways. Besides the convenience, you get the SSirco-distributed line of nationally-advertised, top brand names. Names your customers know and prefer. Products that are priced to leave you a tidy margin of profit.

You — like other SSirco customers — can count on an ample supply of these quality materials that sell. Be sure of getting *what you want when you want it* . . . contact the SSirco warehouse nearest you. The friendly service and prompt delivery you'll get will mean increased sales and profits for you.

## THESE FAMOUS PRODUCTS MAKE UP SSIRCO STOCK

Reynolds Aluminum  
Building Products  
Follansbee Terne  
Carey Asphalt and  
Asbestos Products  
Certain-teed  
Asphalt Products  
EZ-Way Stairways  
Miami-Carey Cabinets  
Celotex Insulation  
Board Products  
Insulite Insulation  
Board Products  
Flintkote Products  
Nu-Wood Insulation  
Board Products  
Masonite Hardboards  
Upson Panels  
Asbestone Asbestos  
Products

Dural Screens  
Georgia-Pacific Plywood  
Lo-"K" Cotton  
Insulation  
Columbia-Matic Screens  
Shakertown Cedar Shingles  
General Flush Doors  
Atlas Flush Doors  
Milcor Steel Products  
Vari-Pitch Louvers  
Hamlin Ventilators  
Anaconda Copper  
SSirco Steel Roofing  
and Building Products  
Barclay Plastic-Coated  
Paneling  
Superior Metal Trim  
Leslie Louvers  
Alsynite Translucent Panels

FOR A NEW HIGH IN ALL 3—QUALITY, PROFITS, AND DELIVERY  
—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE

# IRON ROOFING CO.

16 BRANCH WAREHOUSES

Birmingham, Ala.

Nashville, Tenn.

Louisville, Ky.

Raleigh, N. C.

New Orleans, La.

Memphis, Tenn.

Columbia, S. C.

Richmond, Va.



Manufacturers & Distributors



# A BETTER INSULATION

*Proved Best by Actual Laboratory Tests*



## Lo-K

**GIVES YOUR CUSTOMERS  
MORE INSULATION  
PER DOLLAR**

**GIVES YOU  
*More Profit*  
per Job**

- ▶ Lighter Weight
- ▶ Lower Applied Cost
- ▶ Flameproofed
- ▶ Won't Settle or Sag
- ▶ Moisture and Vermin Proofed
- ▶ More Efficient

### CHECK THE FACTS

Values shown below are from the Guide of the American Society of Heating and Ventilating Engineers. "K" factor indicates the amount of heat, expressed in B.T.U., transmitted through one square foot of a homogenous material one inch thick in one hour. Lower the "K" factor, the better the insulation.

Material	Wt. per cu. ft.	"K" factor	Insulating Value	Authority
Lo-"K" Cotton Insulating Batt	.875	.24		J. C. Peebles
Rock Wool - Loose Fill Type	10.0	.27		Bureau of Standards
Chemically treated wood fibres between sheets of paper	3.62	.25		J. C. Peebles
Glass Wool - Loose Fill Type	1.50	.27		J. C. Peebles
Stitched and Creped Expanding Fibrous Blanket	1.50	.27		J. C. Peebles

Both *you* and *your customers* profit when you sell Lo-"K" Insulation. They get more effective insulation... greater insulating efficiency... more insulation value per dollar. You make more profit... because Lo-"K" is easier to warehouse, lighter to handle, quicker to install, and gives lasting satisfaction. Check the facts and you'll sell Lo-"K". Then you'll sell more jobs... and make more money. Send for prices and complete information today!

INSULATION DIVISION

**LOCKPORT COTTON BATTING CO.**

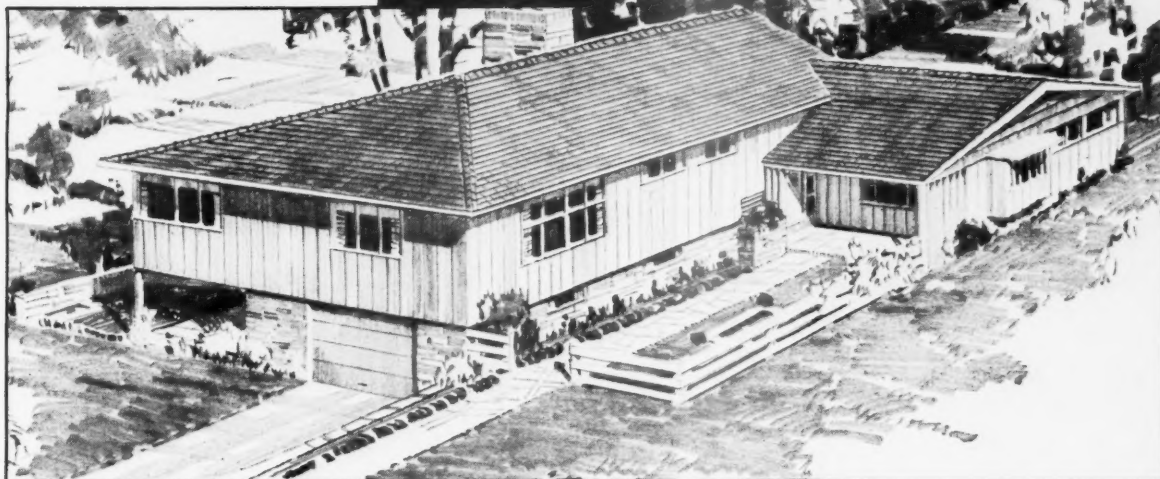
Established 1870

LOCKPORT, NEW YORK

NEW YORK OFFICE: 1407 BROADWAY

Appearing in Oct. 10th

The Saturday Evening  
**POST**



# “Show-House,” the new model home advertising feature, selects a **Barrett Asphalt Shingle Roof!**

On October 10th the second of a unique series of two-page ads devoted to new homes will call for the attention of The Saturday Evening Post's 10,000,000 readers. This editorial-style ad presents an unusual model home or “SHOW-HOUSE” designed by experts and packed full of ideas. Close-ups of all features including the Barrett Roof are illustrated in full color.

Barrett has the distinction of being the first roofing manufacturer to be represented. On the basis of beauty, practicability and cost, Show-House designers selected Barrett Dublecote® Multi-Shingles® in pastel blue for the roof of this modern home. Copy will describe the selling points of Barrett Shingles—their unusual range of colors—their good looks, economy, durability, long-lasting weather protection and fire-resistance.

Here is a low-cost opportunity for you to build sales. Keep in mind that a large percentage of the Post's

readers are homeowners, many of whom are in the market for a new roof. Get a few copies of the October 10th issue of the Post. Display the Show-House feature in your window and inside your store. Arrange a showing of Barrett Shingles around the ad. Use it as a sales argument.

We believe you will find Barrett's participation in Show-House a source of direct sales. This is in keeping with our policy that—building *your* business . . . is good business for Barrett.



## **BARRETT DIVISION**

ALLIED CHEMICAL & DYE CORPORATION  
40 RECTOR STREET, NEW YORK 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.  
36th St. & Grays Ferry Ave., Philadelphia 46, Pa.  
1327 Erie St., Birmingham 8, Ala.

\*Reg. U. S. Pat. Off.

# These glass "whiskers"

GIVE YOU A NEW AND IMPORTANT  
REASON FOR STOCKING

## BESTWALL<sup>®</sup> WALLBOARD and WEATHER-SHIELD SHEATHING

**NOW**—the best gypsum wallboard and sheathing has glass "whiskers"—long, strong, incombustible threads of Fiberglas in the gypsum core that mean better nailing qualities, greater resistance to cracking, shattering and breakage in use, handling and service. An exclusive Certain-teed development, this Fiberglas reinforcing acts on the principle used in reinforcing concrete. It has 3 specific advantages:

### 1. BETTER NAILING

The new, improved Certain-teed gypsum boards nail better—and hold the nails better. Less brittle than ordinary gypsum board, they do not shatter under heavy hammering.

### 2. GREATER FLEXURAL STRENGTH

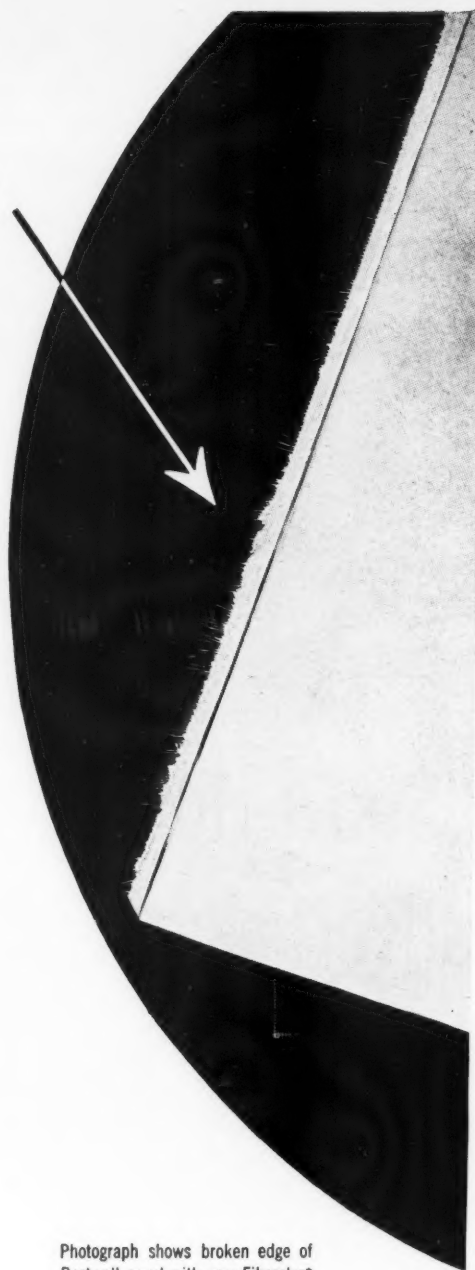
The increased resilience provided by the glass fibers means greater resistance to stresses and strains of handling in transit and in use. Laboratory tests show up to 80 percent greater resistance to shock.

### 3. EASIER HANDLING AND APPLICATION

These panels can be quickly scored and snapped, or sawed, and always break clean—especially important when trimming out for electrical outlets, etc. This means better, faster construction for builders . . . more satisfied customers.

Remember, *only* Certain-teed gypsum wallboard and sheathing are reinforced with Fiberglas. It's another "first" by the company that gave you famous Firestop Bestwall, the first gypsum wallboard with a 1-hour fire resistance rating in single-layer application. Write now for full details on this important new development.

\*T.M. Reg. U.S. Pat. Off. by Owens-Corning Fiberglas Corp.



Photograph shows broken edge of Bestwall panel with new Fiberglas\* reinforced gypsum core.

# Certain-teed

Reg. U.S. Pat. Off.



**CERTAIN-TEED PRODUCTS CORPORATION**

ARDMORE, PENNSYLVANIA

Export Department: 100 East 42nd St., New York 17, N.Y.

Quality made Certain . . . Satisfaction Guaranteed

ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT ROOFING  
AND SIDING SHINGLES • GYPSUM PLASTER • LATH • WALLBOARD •  
ROOF DECKS • ACOUSTICAL TILE INSULATION FIBERBOARD



THE  
COMPLETE LINE

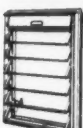
A WINDOW FOR  
EVERY OPENING



AWNING



CASEMENT



JALOUSIE



DOUBLE HUNG



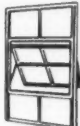
HOPPER



TWIN SASH



PIVOTED



PROJECTED



BASEMENT



UTILITY

SEE OUR  
CATALOG IN SWEET'S  
OR WRITE US FOR  
COMPLETE  
INFORMATION

here's a

fall and

winter

Profit Maker

Ualco

U-AL-CO

JALOUSIES

MADE OF

Extruded Aluminum



Families don't want to be without those "extra rooms"—porches and breezeways—to which they have been accustomed during warm weather.

They dread the thoughts of being "cooped-up" during the long months ahead.

And they needn't be!

Easily installed Ualco Jalousie Windows will give them inexpensive "year 'round extra rooms"—warmth and comfort in cold weather, "outdoor" pleasure in warm weather.

Put your sales emphasis on Ualco Jalousies now!

Profit!

Yes! This complete display will make Jalousies a fast-selling item that means you sell other materials needed in a complete remodeling installation.

Just fill out the coupon below and return it to us. We bill you \$19.25 (actual cost of display)—but the entire \$19.25 will be deducted from your initial orders. This means the display doesn't cost you one cent. FREE, too, with the display you get a Salesbuilders Kit—an assortment of newspaper mats, window banners, radio spots, mail stuffers and T-V spots for your own use. Send for this powerful, business-getting material now.

#### THIS DISPLAY SELLS THE JOB FOR YOU

Containing an actual Jalousie, this display's simple, easy operation shows the customer first-hand how louvers close weather-tight . . . converts a porch or breezeway into a comfortable winter room.

Actual pictures of the "finished" product give homeowners an immediate idea of how Jalousies may be used effectively in their own homes.



MAIL THIS COUPON TODAY  
UNION ALUMINUM COMPANY,  
INC.

SOUTHERN SASH SALES &  
SUPPLY CO.  
Sheffield, Alabama



World's Largest Manufacturer  
Of Aluminum Casement Windows

UNION ALUMINUM CO., INC. SRS  
SOUTHERN SASH SALES & SUPPLY CO.  
Sheffield, Alabama

Gentlemen:

Please send at once UALCO ALUMINUM JALOUSIE DISPLAY. Please bill my account for \$19.25. I understand the full \$19.25 will be deducted from my initial orders. With my display I will also receive without charge complete "MAKE MORE ROOM" Salesbuilder Kit.

Please send catalog, technical data, prices.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

SIGNED \_\_\_\_\_

NEWS  
about how you can  
sell more  
FIBERGLAS  
Building Insulation  
this year

# TELL 'N SELL 'A GRAM

FIBERGLAS  
is extra efficient  
- sanitary  
- fireproof  
- permanent  
- easier to sell

NA 164 - INSULATION HEADQUARTERS - 8-1-53

TO ALL FIBERGLAS DEALERS :

I DON'T KNOW ABOUT YOU BUT OWENS-CORNING TELLS ME THE AVERAGE FIBERGLAS DEALER INCREASED HIS DO-IT-YOURSELF BUSINESS OVER 26 PERCENT LAST FALL WHEN I STARTED TELLING PEOPLE ABOUT FIBERGLAS INSULATION AND HOW EASY IT IS TO INSTALL. SO LOOK OUT BECAUSE I'M BACK AGAIN THIS FALL. WILL TALK TO YOUR CUSTOMERS OVER 202 - REPEAT 202 - CBS RADIO STATIONS EVERY SUNDAY. NAME OF PROGRAM IS ARTHUR GODFREY DIGEST. WITH MILLIONS OF FAMILIES PLANNING TO INSULATE OR FINISH OFF ATTIC OR ADD ROOMS, THIS NEW PROMOTION WILL PRODUCE BIG PLUS SALES FOR DEALERS WHO TIE IN WITH LOCAL PROMOTION OF THEIR OWN. SUGGEST YOU PLAN DISPLAYS, MAILINGS, NEWSPAPER ADS AND RADIO SPOTS NOW. HUNDREDS IN YOUR AREA WILL BUY INSULATION, WALL BOARD, WOOD TRIM AND OTHER ITEMS. WHY NOT GET THAT BUSINESS BY PUSHING AMERICA'S NO. 1 INSULATION ?

ARTHUR GODFREY

## WANT TO RAKE IN MORE



Arthur Godfrey says:

### "INSULATE NOW!"

...with FIBERGLAS

**Do it yourself**  
IT'S EASY TO INSTALL

FORMS FOR YOUR EVERY NEED

**OWENS-CORNING FIBERGLAS BUILDING INSULATION**

Examine this actual sample

KEEPS YOU WARMER IN WINTER  
KEEPS YOU COOLER IN SUMMER  
SAVES ON HEATING BILLS  
IS EXTRA EFFICIENT, FIREPROOF, RESISTANT, PERMANENT, AND NON-SETTLING.



## Do-Re-Mi FROM Do-it-Yourself BUSINESS?

Of course you do! And you *can!* Easily! Surest way to do it is to feature Fiberglas\* Insulations. They're the products Arthur Godfrey is telling millions to buy for finishing off an attic.

And—when a homeowner decides to get extra space by insulating and finishing off his attic, you sell far more than just insulation. For the job requires framing lumber, furring strips, flooring, wood trim, cabinetwork and paint, too.

But remember: *It's the dealer who sells the insulation who gets this other business!*

So if you want to make more dollars from "do-it-yourself", make sure you push the insulation people know and want. Push Fiberglas! It's extra efficient, fire safe, permanent, sanitary and easy to install. With it, you get rapid turnover plus handling and storing savings.

There's a host of resultful sales tools available to help you tie

your store into this new promotion: Instruction sheets to show your customers each step in finishing attic rooms! Envelope stuffers! Window banners! A counter display! Newspaper ad mats!

So tell your jobber salesman you want complete details—right now! Or—write any of the industry leaders listed below. Owens-Corning Fiberglas Corporation, Department 162-I, Toledo 1, Ohio.

OWENS-CORNING  
**FIBERGLAS**

\*Fiberglas is the trade mark (Reg. U.S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with fibers of glass.

### BUILDING INSULATIONS

AVAILABLE THROUGH 6 DISTRIBUTORS



ARMSTRONG  
CORK CO.  
Lancaster, Pa.



CERTAIN-TEED  
PRODUCTS CORP.  
Ardmore, Pa.



THE FLINTKOTE  
COMPANY  
New York, N. Y.



MINNESOTA AND  
ONTARIO PAPER CO.  
Minneapolis 2, Minn.



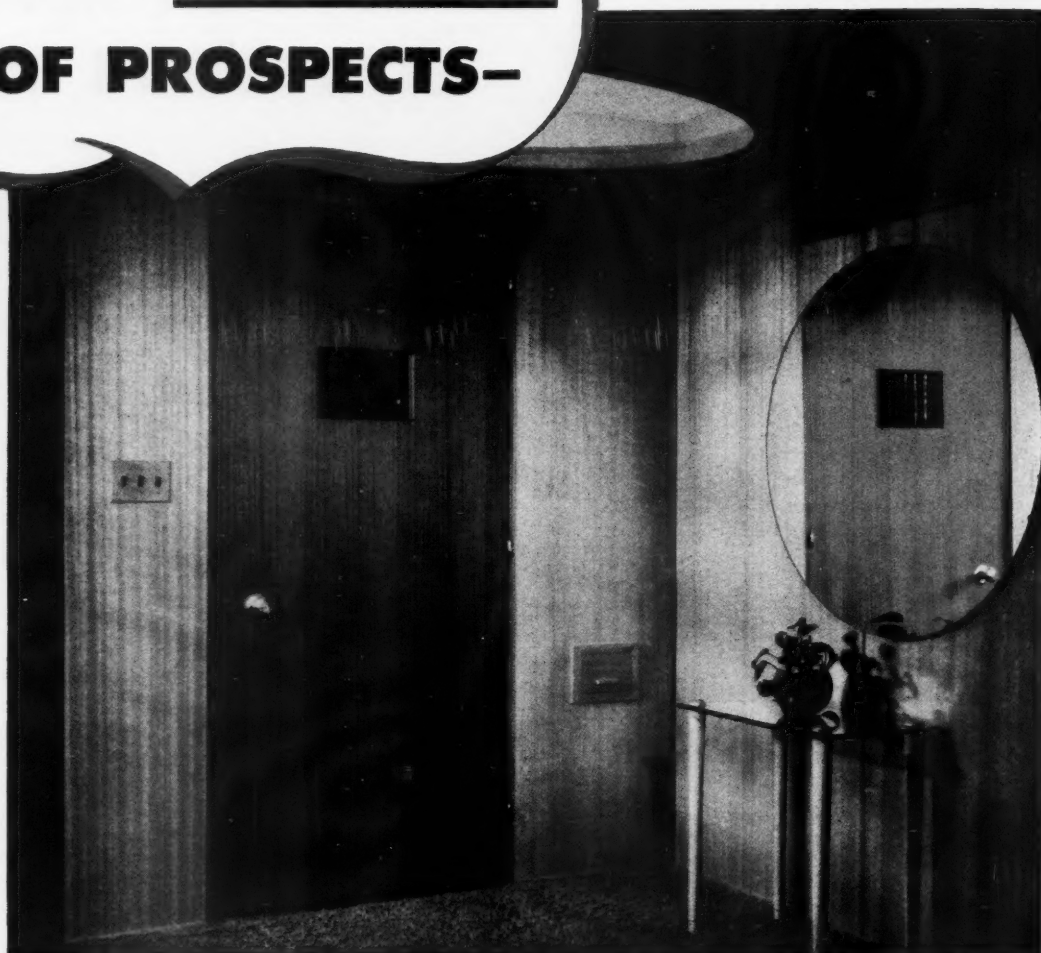
THE RUBEROID  
CO.  
New York, N. Y.



KELLEY ISLAND LIME  
& TRANSPORT CO.  
Cleveland, Ohio



**MENGEL** *Mahogany*  
**FLUSH DOORS**  
**MAKE CUSTOMERS**  
**OF PROSPECTS—**



**YET COST LESS THAN MANY DOMESTIC WOODS!**

Mahogany! — the very word suggests the ultimate in luxury, beauty, good taste, desirability.

Now The Mengel Company offers you the magic of Mahogany — doors of genuine African Mahogany — at less cost than for comparable doors faced with most domestic woods! Get all the facts today!

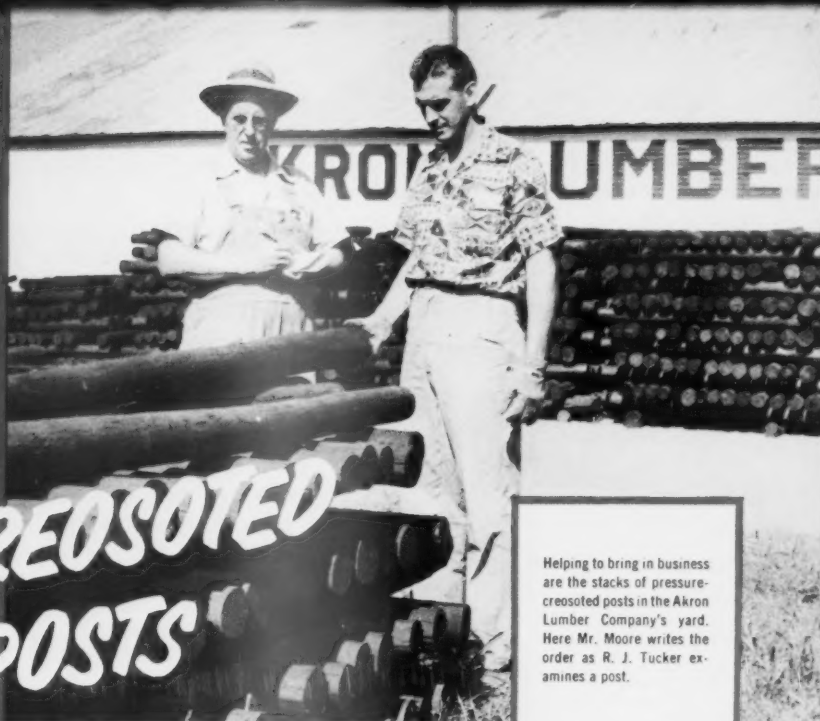


Door Department  
**THE MENGEL COMPANY**  
 Louisville 1, Kentucky





Mr. Orlan C. Moore, majority stockholder of the Akron Lumber Company, Akron, Iowa, has been selling pressure-creosoted posts for almost 40 years.



Helping to bring in business are the stacks of pressure-creosoted posts in the Akron Lumber Company's yard. Here Mr. Moore writes the order as R. J. Tucker examines a post.

# PRESSURE-CREOSOTED FENCE POSTS

## ... lead to sales of other items for Akron Lumber Company, AKRON, IOWA

Orlan C. Moore, majority stockholder of Akron Lumber Company, Akron, Iowa, has been selling pressure-creosoted fence posts for almost 40 years and knows what a sales leader they are.

Stacks of creosoted fence posts in the yard of the Akron Lumber Company call them to farmers' attention. "I stack them out where everybody can see them," Mr. Moore says. "When a farmer stops to look at posts, he often drives away with a truckload of other things besides.

"It's good business keeping a sup-

ply of pressure-creosoted posts on hand," he points out. "When a man buys fence posts, he usually buys fencing, too. And nails and staples. Besides, I can almost count on more orders from a man who has bought a hundred posts or so from me."

Mr. Moore's sales of fence posts range from large to small, but he annually handles an average of 6,000 to 7,000 posts.

"Sometimes," he says, "a farmer drops in for a few posts. He'll usually end up buying a dozen or so. But often big land-owners want their

entire farms refenced. Then I sell fence posts by the truckload."

Mr. Moore's customers are his neighbors as well and he knows what the endurance power of pressure-creosoted posts can mean to a farmer.

"Take for instance the farms down by the river just west of here," he says. "In damp sandy soil like that, a regular untreated wooden post wouldn't last more than four or five years. But you can stick pressure-creosoted posts into the ground and forget them."

### What is pressure-creosoting?

Modern wood treating plants, using precise engineering methods, force a measured amount of Creosote into wood posts. This process protects them from termites, fungi, and dry rot . . . gives them far longer life. Many of these plants use U-S-S Creosote, a quality product of United States Steel.



### MAIL THIS CARD TODAY—NO STAMP NEEDED!

United States Steel Corporation  
Room 2817-M, 525 William Penn Place  
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

## FARM PAPER ADVERTISING

This month, advertising in leading state and regional farm papers again is telling your farmer customers all about long-lasting pressure-creosoted wood posts.

These advertisements stress the savings in labor, savings in replacements and savings in fence that result from using pressure-creosoted fence posts. They go a long way toward convincing farmers that pressure-creosoted posts are the best wood posts.

## FENCE CONSTRUCTION GUIDE

The makers of U-S-S Creosote have prepared a guide to the best approved methods of fence construction. It deals with problems farmers encounter in building fence, and it shows how pressure-creosoted posts save time and money.

When you mail the card below, we'll send you a sample of this guide, "Fences That Pay." Look it over. If you'd like copies later for your farmer customers, your pressure-treater who uses U-S-S Creosote can supply you.

## MATS FOR LOCAL ADVERTISING

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U-S-S Creosote, you can be sure a quality preservative has been used.

### BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

**UNITED STATES STEEL**

Room 2817-M, 525 William Penn Place  
Pittsburgh 30, Pennsylvania

FIRST CLASS  
Permit No. 3117  
(SEC. 34.9 P.L. & R.)  
Pittsburgh, Pa.

## "Pressure-Creosoted Fence Posts last much longer and are easier to keep up"



says W. G. Moss,  
owner of Mile-Away Farms,  
Southern Pines, North Carolina

"I selected pressure-creosoted posts because they last 30 to 40 years—much longer than other types of posts—and require a minimum of repair work. I have about 80 acres under fence now, and plan to put in about 1000 acres as soon as possible."



## PRESSURE-CREOSOTED FENCE POSTS SAVE TIME AND MONEY!

### HERE'S WHY:

**Your Fence Lasts Longer.** Creosote is the time-tested wood preservative treated with Creosote are highly resistant to attack by such wood destroying as termites, fungi, dry rot, rot, and decay. In thousands of under all types of weather and soil conditions, farmers have found that pressure-creosoted fence posts last up to seven times as long as untreated posts.

**Installation is Easier.** Because they're straighter, stronger, and uniform in size, pressure-creosoted fence posts

are easier to set than ordinary posts. They don't require so much digging. In addition, it is easier to staple the fence to pressure-creosoted posts. You save on time and labor. And, when the wood rots, the posts can be removed and used again.

**Splices in Less Expensive.** By resisting decay and deterioration, pressure-creosoted posts help eliminate the expense of replacing worn out posts. Many farmers report that, after twenty, thirty, or even more years, they have not had to replace a single post, and the original work is still in use. Pressure-creosoted posts make trouble-free fence posts.

Ask for Fence Posts that have been treated  
with U-S-S CREOSOTE

There is no better creosote than U-S-S Creosote, a quality product of United States Steel. Read the coupon below for the name of your nearest pressure-creosoted post supplier and a copy of "Fences That Pay," a helpful guide to better fence construction.

UNITED STATES STEEL CORPORATION  
525 William Penn Place • Pittsburgh 30, Pa.



Applicable to: ☐ General Building ☐ Marine ☐ Railroad ☐ Shipbuilding ☐ Steel Structures ☐ Trenching ☐ Paving ☐ Fireproofing ☐ Other \_\_\_\_\_

Please send me your new booklet, "Fences That Pay," and a copy of the name of my nearest supplier of pressure-creosoted fence posts. I will send them to me as soon as possible. I will send them to me as soon as possible. I will send them to me as soon as possible.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

UNITED STATES STEEL

You've heard about them!  
You've read about them!

## We sell them! PRESSURE-CREOSOTED fence posts

• You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fencing itself.

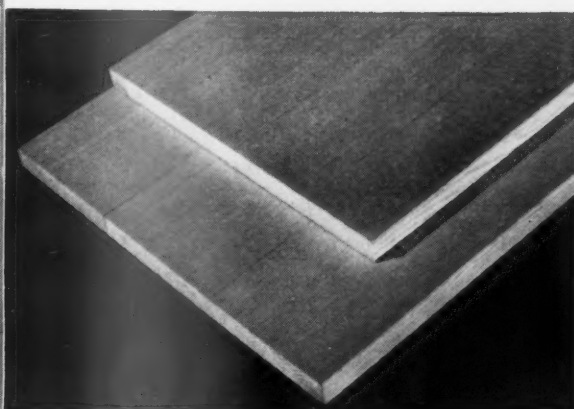
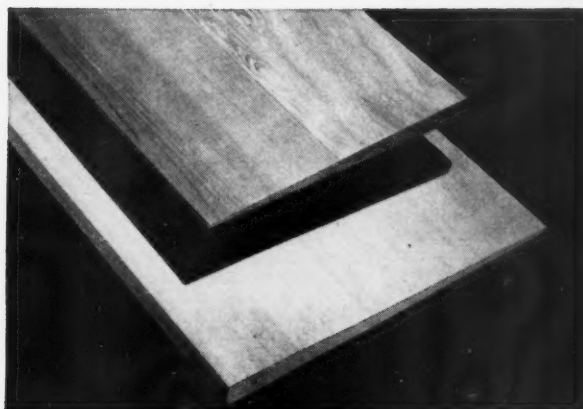
Why are pressure-creosoted posts your best buy? Because they are the engineered products of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE

# Increasing the supply of **WIDE LUMBER ITEMS**



WITH

## **WEYERHAEUSER 4-SQUARE Glued-up LUMBER**

When the quantity of lumber items that are chronically in short supply is increased, that's welcome news for the retail lumber dealers . . . because the increased supply offers the opportunity for greater volume and profit.

Weyerhaeuser 4-Square Glued-Up Lumber is increasing the supply of wide lumber items. Edge-glued lumber is helping dealers who stock it to meet the needs of their market for *more* wide lumber.

Weyerhaeuser supplies two types of edge-glued lumber, one an exterior type, and the other an interior type.

Exterior type edge-glued lumber is a general purpose lumber. It may be used as exposure lumber, or for interior application. It is designed to be equal to, and interchangeable with, regular stock in species, grades, patterns and uses. It is available in bungalow siding, finish, stepping, selects and in wide items.

Interior type edge-glued lumber is designed for interior construction purposes, industrial uses, and any application where water-proofness is not a use factor. It equals or excels regular lumber in the above interior uses. The light color of the glue line makes interior type edge-glued ideal for natural interior finishes. Industrial clears and other grades of wide interior type edge-glued lumber are available in a variety of widths up to 30".

More and more dealers are ordering Weyerhaeuser 4-Square Edge-Glued Lumber in an ever increasing variety of items because they have found that market-wise it gives them a greater volume of needed wide lumber items to sell.

The edge-gluing of lumber is a proved Weyerhaeuser development. If you are not now enjoying the advantages of glued-up lumber, talk to your Weyerhaeuser District Representative about it, or write for details.



**Exterior Type: BUNGALOW SIDING** of Western Red Cedar: **SELECTS** of Idaho White Pine, Engelmann Spruce and Inland Red Cedar: **FINISH, STEPPING** and **WIDE CLEARS** of Douglas Fir and West Coast Hemlock.

**Interior Type: WIDE GLUED-UP LUMBER** of Idaho White Pine, Engelmann Spruce, Inland Red Cedar, Idaho White Fir, Larch and/or Douglas Fir: **INDUSTRIAL CLEARS** of Douglas Fir and West Coast Hemlock.

**Weyerhaeuser**  
**Sales Company**  
**ST. PAUL 1, MINNESOTA**





# HELPFUL Booklets FREE

**3. Color Schemes for White Houses.** Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

**13. Sash Balance.** New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

**15. Plastic Tileboard.** New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, La.

**19. Metal Moldings.** A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

**21. Hunter Zephair Fans.** A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Venti-

lating Company, 400 S. Front St., Memphis, Tenn.

**23. Heatilator Fireplaces.** Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

**29. Awning Windows.** Illustrated Catalog No. 89 gives sizes and types, specifications for the complete unit and hardware specifications, and construction data on Gate City Awning Windows. Prices, discounts and complete architectural file are available. Write The Gate City Sash and Door Co., P. O. Box 901, Fort Lauderdale, Florida.

**31. Asbestos-Cement Products.** Colorful new booklet contains many photographs of residential and commercial installations of Asbestone asbestos-cement building products. It also contains information on the company, its engineering and estimating service, and its testing of materials. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

**33. Laminated Wall Panels.** Two full-color booklets show photographs of rooms with ceiling and walls covered with Upson laminated panels. "New Interiors for Old" suggests remodeling ideas, tells how Upson panels are put over old walls. "Upson Laminated Panels—For Crackproof Dry-Bilt Construction" gives information desired by builders and architects. The Upson Company, Lockport, N. Y.

**37. Folding Stairways.** New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stair-

way. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

**47. Flexboard.** A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

**55. Fiber Wallboards.** Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

**57. Window and Attic Fans.** Two bulletins have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

**61. Aluminum Awning Windows.** Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, 5200 N. W. 37th Ave., Miami 42, Fla.

**63. Home Insulation.** A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

## SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.  
Atlanta 5, Ga.

September, 1953

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

Circle numbers below. Bulletins and catalogs will be mailed promptly.

3	13	15	19	21
23	29	31	33	37
47	55	57	61	63
65	85	87	91	93
95	97	107	117	139
141	143	145	161	163
165	169	177	183	187
189	193	195	197	199
201				



**65. Rock Wool Insulation.** Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

**85. Farm Book.** New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

**87. Outdoor Fireplaces.** A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

**91. Rustproof Screening.** Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

**93. Disappearing Stairways.** A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

**95. Paint Thinner.** Tandtine — a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

**97. Wood Window Promotion.** Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.

**107. Red Cedar Shingles.** A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

**117. Southern Pine Lumber and Oak Flooring.** Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

**139. Superlite Prefinished Wallpanels** are now individually sampled in a

pocket-size color-range folder. The sample container is 4" square, and holds an actual 4"x4" sample of Super-lite Wallpanel. In addition, the folder carries color chips, of the twelve available colors. Sheet sizes and other pertinent information are shown on the back. Superior Wall Products Co., 4401 N. American Street, Philadelphia 40, Pa.

**141. Steel Casement Windows.** Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

**143. "How-ell-dor" Garage Doors.** Attractive new 10-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional Upsweep residential and commercial garage doors. Technical data are also supplied for Howell's garage door accessories. The Howell Mfg. Co., Cottman St. and Hasbrook Ave., Philadelphia, Pa.

**145. Gas and Electric Water Heaters.** Two bulletins, in color, devoted to Jackson automatic gas and electric water heaters, have been announced by W. L. Jackson Mfg. Co., Inc., P. O. Box 26, Chattanooga 1, Tenn. Table-top and round electric heaters, as well as floor furnaces, are described in one; Jackson's 20- and 30-gallon gas heaters in the other. Warranties on both gas and electric models are explained.

**161. Ready-Trimmed Window Units.** Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

**163. House sewer pipe.** 2-color folder explains the relative merits of various materials available for constructing house sewers. Gives typical case histories, with photos, including clay pipe house sewers that have endured many decades. BULLETIN 250, W. S. Dickey Clay Mfg. Co., 922 Walnut St., Kansas City 6, Mo.

**165. Window Sash Balance.** Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial St., Rochester 14, N. Y.

**169. Jalousie Window Units.** Pro-Tect-U jalousie window units are pictured and explained in a new catalog sheet. It tells how assembly is possible at building site with only screwdriver, how glazing is a matter of slipping panes in place and bending down tabs. The Pro-Tect-U Jalousie Corp., Coral Gables, Fla.

**177. Resolite translucent structural panels.** In a 12-page multicolor catalog. Resolite panels of Fiberglass-reinforced resin plastic are completely described, including technical data on structural strength and light

transmission for the eight standard colors. A table gives standard sizes, corrugations, and weights. Methods of application for structural and decorative uses are shown. Resolite Corporation, Zelienople, Pennsylvania.

**183. Hollow-Core Doors.** New architect's file folder shows detailed construction, available sizes and other interesting specification data for General Gibraltar and Kentucky Colonel hollow-core flush doors. General Plywood Corporation, Louisville 12, Kentucky.

**187. Flush Doors, Awning Windows.** A new folder contains a cut-away sketch that shows the inside construction of Davis flush doors, plus specifications. Super-Vent wood awning-type windows are described in a two-color brochure. Sketches show how air circulation is improved and how easily these windows are cleaned. Fixed and operating units are combined for variety. The Davis Manufacturing Company, Inc., 1075 South Clark Street, New Orleans, La.

**189. Paint Products.** Complete line finest quality trade sale paint products and excellent selection Master Painter products designed to satisfy exacting needs of master craftsmen. Representative stock of quality brushes and paint rollers. Sold Only Through Dealers — No Company Owned Stores. Mound City Paint & Color Co., 202 S. 9th St., St. Louis, Mo.

**193. California Redwood**—at its best and under California Redwood Association grading and drying supervision. For descriptive or technical literature write to: Union Lumber Company, 228 North LaSalle St., Chicago 1, Illinois.

**195. Baked Finish Wallboard Panels.** Five new color folders showing use of Wallace Wallboard Products. Two folders show Wal-lite, two folders cover Satin-lite line and one folder describes Grani-lite. Each describes uses in kitchens, bathrooms, utility, recreation, etc. Also excellent for commercial installations. Complete information on request. Wallace Manufacturing Co., 10th and Fayette, North Kansas City, Mo.

**197. Fabric Necessities and Specialties**—A complete line of Nail and Work Aprons, Traffic Flags, Painters' Drop Cloths, etc., in fabric, plastic and fiber are economically priced in folder being mailed on request by Bone-Crow Company, Fabric Division, 214-216 North 6th St., Waco, Texas.

**199. Building Papers.** Handy sample swatch book shows complete line of Leatherback Building Papers. Also will enclose bulletin on Federal Specification for Building Papers and the Type and Class each Leatherback Product meets. Protective Papers, Inc., Union, Illinois.

**201. Laminated Paneling.** Two new booklets describe Novoply low-cost wall paneling made of laminated wood chips and Micarta high-pressure plastic laminate panels. The Micarta booklet is in full color to show photographs of many uses of this versatile material. United States Plywood Corp., 55 West 44th Street, New York, N. Y.

# Why toss money away?



## COSTS NO MORE

Redwood is a premium quality wood. Yet, you pay no extra premium for the high uniformity of quality and grade in Palco Certified Dry redwood. Each piece of Palco redwood must match up to rigid standards of inspection throughout each step of manufacturing. The extra costs of producing Palco Architectural Quality redwood are offset by economies affected by the most modern equipment and production line handling methods in the industry. When you buy, specify Palco *Certified Dry Redwood*, and get the most for your money.

### PALCO Redwood is tops in ALL these qualities

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability



## THE PACIFIC LUMBER COMPANY

*The best in Redwood—Since 1869*

Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



## FAMOUS TRADE MARKS

that help you sell

Yes, registered trade marks that appear right on the products help your customers *identify* ROCKLATH gypsum lath ... SHEETROCK wallboard ... PERF-A-TAPE joint system.

These famous brand names assure your customers they're getting the U.S.G. quality products they call for. For only these products, *developed and manufactured exclusively by U.S.G.*, can be made, advertised, represented, or sold as ROCKLATH ... SHEETROCK ... PERF-A-TAPE.

Point out these marks of the genuine when you sell these nationally advertised brands of lath, wallboard, and joint reinforcement.



Look for this emblem, too—it signifies

**UNITED STATES GYPSUM**

The Greatest Name in Building

# THE WIZARDS WITH WOOD

Are wondrous wise

They know it Pays to Advertise

So scads of Ads electrify

Your customers who eye—and BUY

Blond or pickled effects call for

## WHITE FIRZITE®



For magical woodsy effects on hardwood or soft, plywood or solid lumber. For light pastel tones, tint with Colors-in-Oil. For soft wood and fir plywood paint jobs, WHITE Firzite as an undercoat, helps prevent grain raise or checking. (For soft wood or fir plywood stain jobs, recommend CLEAR Firzite, to tame wild, unsightly grain.)

Big demand for natural wood finishes, sells

## SATINLAC®



The big modern style trend is for light natural wood finishes — on furniture, wood panelling and woodwork. When customers ask for what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

Largest Selling Wood Glue

## WELDWOOD® PLASTIC RESIN GLUE



For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c; 5 lbs., 10 lbs., 25 lbs.



And here's how YOU profit DIRECTLY from our ads in Saturday Evening Post and 29 other magazines: we refer ALL inquiries to our registered dealers, give them literature and store signs besides. If YOU stock Weldwood Glue, Firzite and Satinlac, write us today and we'll refer nearby inquiries direct to you.

UNITED STATES PLYWOOD CORPORATION, New York 36, N. Y.  
and U.S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.  
Branches in Principal Cities — Distributing Units in Chief Trading Areas



# There's Big Profit Ahead when.

you  
join



We furnish and pay for



**1** Advertising in your local newspaper, promoting you, your firm and AFCO.

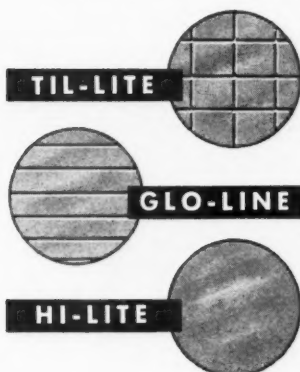


**2** This attractive premium to be given to your "Do It Yourself" customers.



**3** Point of Sale material including counter display, instruction books and mail pieces.

Now you have **something** to attract the "Do It Yourself" customer—and it doesn't cost you a thing. AFCO furnishes everything, and you will profit by the sale of AFCO products and **other** building supplies. The "Do It Yourself" market is a big one—and here is your opportunity to get your share of its profits. Don't Delay! Be the first in your area with this customer-pulling promotion. For further details, use the coupon below.



A & F TILEBOARD CO., INC. "Do It Yourself Dept."  
Alexandria, Louisiana Room 202

Please send me details on your "Do It Yourself" program, without obligation.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**A & F TILEBOARD CO., INC.**  
**ALEXANDRIA LOUISIANA**



*"S-a-a-a-y, I can EVEN see the dancing girls now that*  
**EVERYTHING HINGES ON HAGER!"** \*

**FREE!** If you enjoyed laughing at Ed Nofziger's mirth-making cartoon this month, send for Hager's new book containing 28 full-size popular "Everything Hinges on Hager" cartoons! It's FREE! Just address

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.  
 Founded 1849 — Every Hager Hinge Swings on 100 Years of Experience



\* ®

# SAVE TIME . . . SAVE MONEY . . .

and do a better insulating job with

**Johns-Manville** *Spintex*



*Fewer packages  
to handle!*

- When you open a package of Spintex Insulation you'll find 25% more Batts or Blankets than in the same size package of ordinary insulations. That's because Spintex is so resilient it can be compressed for packaging yet springs to designated thickness when packages are opened. When you use Spintex you save money on each job because of fewer packages to handle.

*Easier to Install!*

- You can install Spintex faster and do a better job of insulation because the batts and blankets are far more firmly felted than ordinary types. They are rigid and strong, hold together, don't "flop" or sag when you handle and apply them. And their remarkable resilience makes them grip the studs or rafters when pressed in place. This saves time and money on every job.



*Your choice  
of Batts and Blankets!*



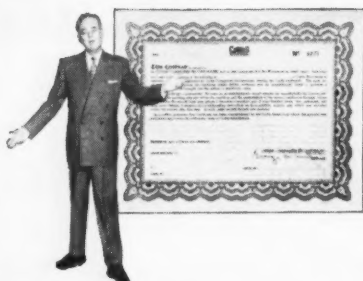
- Spintex Insulation is available in fully wrapped blankets or open faced batts in thicknesses to meet every job budget. Each has a heavy vapor seal backing with projecting flanges for easy fastening. Easy-to-follow instructions for application are printed on each batt or blanket.

Johns-Manville—22 E. 40th Street, New York 16  
In Canada—199 Bay St., Toronto 1, Ont.

**Johns-Manville**  
THE FIRST NAME IN INSULATION



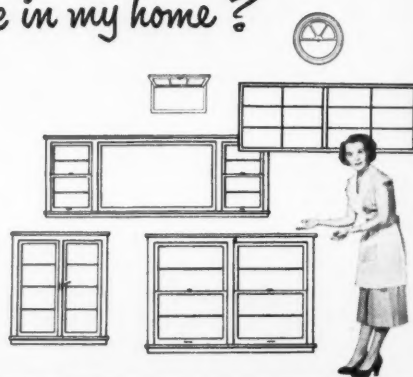
## How can I be sure of window value?



People today are value-conscious. More than ever before, home owners, contractors and architects want to know what they are getting in building products. Curtis Silentite Windows give a complete answer to their questions. First, the Curtis Certificate, issued to the home owner or builder by the Curtis dealer, is a guarantee against manufacturing defects in materials and workmanship in any Curtis product over which Curtis has control. Second, the Curtis name and reputation—famous for fine woodwork since 1866—assure the very latest advances in window weathertightness, easy operation, beauty and economy.

## What kind of windows should I use in my home?

People today are hungry for information on where and how to use different types of windows. Curtis Woodwork dealers can offer the *right* wood windows for every room in the home. Picture windows. Double-hung windows. Casements. Panel windows. Awning windows. Circle windows. Basement windows. A complete line of pre-fit wood window units for every purpose.



**you can answer both questions...  
at a profit...with  
CURTIS SILENTITE WINDOWS!**

Curtis Silentite Windows are leading the trend towards window value and variety. And Curtis dealers everywhere are cashing-in!

**CURTIS COMPANIES SERVICE BUREAU**  
Clinton, Iowa

A Department of Curtis Companies Incorporated  
Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa  
Lincoln, Nebr. • Topeka, Kan. • Minneapolis, Minn. • New London, Wis.





*Vitrified*

# CLAY PIPE

## ECONOMICAL—EVERLASTING

**C**LAY PIPE is a "Natural" for sewerage and drainage material. Earth's most enduring substance . . . CLAY . . . fused at high temperature by means of a spectacular process called vitrification. Clay Pipe is a permanent heat-bonded material that will NEVER wear out. Vitrification means that OCONEE Clay Products are acid-proof, rust-proof, do not crumble and will not disintegrate.

**Specify Clay Pipe. Use OCONEE Clay Products.**

# OCONEE

## CLAY PRODUCTS COMPANY

MILLEDGEVILLE  
GEORGIA

**CLAY PIPE  
NEVER  
WEARS OUT**



OCONEE—right here in the South—For over 40 years has been delivering miles and miles of OCONEE CLAY PIPE — FITTINGS — CLAY SPECIALTIES. Sturdy and salt-glazed for a lifetime of smoothness . . . Impervious to sewer gases, alkalies and industrial wastes.

*Vitrified*  
**CLAY  
PIPE**

C-749-1

When quality concrete is a matter of reputation

**...you can't take a chance on a "cure all"!**

Construction men throughout southwestern Illinois will tell you about Charley Lybarger. How he built an outstanding ready-mixed and block concrete business on *reputation* . . . and how his five sons are today continuing the Lybarger tradition.

Charley Lybarger discovered many years ago that air entrained in concrete makes it more workable, more versatile, and more durable. But he also knows that *no* air entraining cement can be counted on to produce quality concrete every time . . . that only by adding the *required* amount of

air entraining agent *at the mixer*, can he produce concrete that's right for every job!

That's why the Lybarger Material Company of Granite City, Illinois, never takes chances on "*cure alls*" . . . when it's safe, simple and sure to follow the "*prescription*" technique.

★ ★ ★

*If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.*



# Marquette Cement

**MANUFACTURING COMPANY**

**SALES OFFICES:** Chicago • St. Louis • Memphis • Jackson, Miss. • **PLANTS:** Oglesby, Ill.  
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

**PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY**





# PLYWOOD, LUMBER, DOORS

Get fast delivery from  
our convenient wholesale distribution  
**WAREHOUSES**

**ONE CALL DOES IT ALL!**



Now, from a single source, you can buy every *type, grade and species* of plywood and lumber you need.

Georgia-Pacific, with modern mills strategically located throughout the South and Pacific Northwest, offers a *new kind of service* based on *quality control*.

Because of Georgia-Pacific's nationwide network of production and service facilities, you get an extra measure of value that means less inventory, simplified buying, and more profit for you.

Buy with efficiency and economy from Georgia-Pacific . . . phone or wire your order to our nearest office or wholesale warehouse.



**GEORGIA—PACIFIC**  
PLYWOOD COMPANY

Southern Finance Bldg.,  
Augusta, Ga.—Call 2-8383

## G-P PRODUCTS

GPX Plastic-faced Plywood  
G-P Crownply Hardwood Plywood  
G-P Textured Paneling  
G-P Plysheet Southern Plywood  
Douglas Fir Plywood  
Giant-sized Scarfed Panels  
Fir Pattern Doors  
Hardwood Flush Doors  
Cypress and Redwood Lumber  
Southern Pine  
Southern Hardwood Lumber  
Western Lumber  
Treated Lumber and Timbers  
Residential and Factory Flooring  
Mouldings



THE NEW

*"Kind-to-Women"*

WINDOW



• ATTRACTIVE

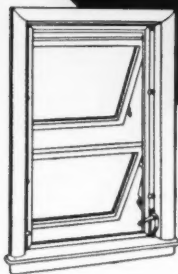
— Twins, Triples and Quadruples Have One Continuous Piece — Head Casing, Drip Cap and Main Sill.

- Aluminum Hardware, Concealed (Operating Arms Steel).
- Easy, Fool Proof Operation
- All-Weather Ventilation
- Easily Cleaned from Inside
- Locks Securely, Weathertight
- Completely Weatherstripped

- Easy, Quick, Economical Installation.
- Glazed Plain Glass, Bedded in Putty.
- Made for Twindow or Thermopane.

Get Acquainted with  
**E-Z-VENT**

Write for the name to your nearest jobber. Complete information will be sent to you promptly.



*Interior* — Graceful in design, with inconspicuous all-aluminum screen. Operating hardware concealed by an attractive aluminum face plate — our exclusive pattern.

LEADERSHIP

is BUILT into —

**E-Z-VENT**

CONSTRUCTION FEATURES

**SASH** — 1 3/4" thick, glazed plain glass bedded in putty or open for Thermopane or Twindow.

**FRAME** — Complete for all standard types of wall construction.

NO EXTRAS TO BUY!

Extra-wide Casings provide ample nailing. Frame and Sash of Ponderosa Pine — Treated with water repellant and toxic treat. Hardware — Aluminum — no cross-operating shaft. No exposed hardware on outside when sash are closed. Screen — Aluminum.

- E-Z-VENT is a time-saver. Unit is factory assembled with sash — hardware and screen installed — carton packed

**ROACH & MUSSER COMPANY**  
MUSCATINE, IOWA

Manufacturers of Thrif-T Woodwork for the Home





SANDSTON, VA.

# VETERAN HARDWARE WOMAN PICKS L·O·F IN "BLINDFOLD TEST"



Adele Genesee, G S Stores (Hardware, Paint and General Merchandise) says, "Brand 'Z' was much easier to cut!" (Brand "Z" was L·O·F.)

She test-cut four well-known brands of single-strength window glass, identified only by the letters W, X, Y and Z. She immediately picked "Z", which was Libbey-Owens-Ford 93% of the dealers in various sections of the country who took this test picked L·O·F!

L·O·F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easier because it is annealed more slowly, more patiently. That makes it less brittle—so it's a safer buy for your customers, too.

## TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free copy of our booklet, *For Greater Profits in Window Glass*.

Write Libbey-Owens-Ford Glass Company, 7093 Nicholas Building, Toledo 3, Ohio.



**LIBBEY·OWENS·FORD** *the easy-to-cut* **WINDOW GLASS**



# Looking for a DEPENDABLE CEDAR SHAKE?



## ...end your search with **COLORSHAKES**

If you have been "shopping around" in search of the cedar shake line of *least customer resistance*, it will interest you to know that southeastern building material dealers by the hundreds have switched to **Colorshakes** . . . and not a single one has changed from **Colorshakes** to another brand.

Color quality of rare dependability is the reason for this unusual record of dealer satisfaction.

You need only to see and compare **Colorshakes** to fully appreciate the quality difference created by our exclusive color process.

Write, phone or wire collect for prompt information and service. Once you switch to **Colorshakes**, you'll never switch again.

### **COLORSHAKE CORPORATION**

MEMBER STAINED SHINGLE & SHAKE ASSOCIATION

Oregon & Airport Way, Seattle 8, Washington

Phone MUtal 0463

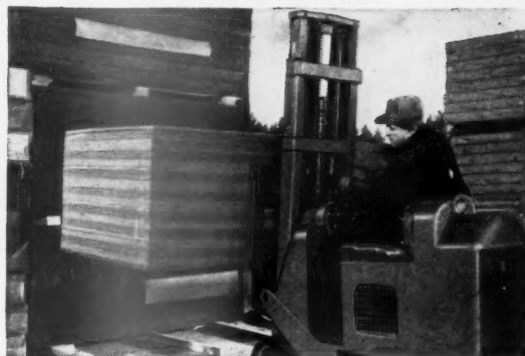


USING CERTIGRADE CEDAR SHINGLES EXCLUSIVELY

# 4 reasons why it pays to sell Graylite 1/2" Sheathing



**1 Quick turnover.** Builders like it. Saves them money. Economical to buy. Economical to apply. One carpenter can sheath 1,000 sq. ft. in 8 hours or less. Cuts application costs as much as 43%. Strong and tough. Has greater bracing strength than horizontal wood sheathing. 4' wide, 6' to 12' long.



**2 Needs no warehouse space.** Store 1/2" Graylite outdoors. No need to worry about weather damage since Graylite is waterproofed throughout with asphalt. Lets you save valuable shed space for material that *needs* protection. What's more, outdoor storage means easier stacking and loading, faster service.



**3 Saves on handling costs.** Handles easier, faster than gypsum sheathing or lumber. Dealers report unloading costs are reduced as much as \$98 per car (and more, when materials handling equipment is used). The tough, durable sheets help reduce your loss through breakage, too.



**4 Fills a thousand building needs.** Graylite isn't just limited to sheathing jobs. Imagine the sales opportunities for both exterior and interior use on farm buildings (brooder houses, milk houses, barns, etc.); for tourist cabins, tool sheds, garage interiors and thousands more in stores, offices, homes.

SEE WHY IT PAYS TO SELL GRAYLITE 1/2" SHEATHING. Send today for samples and complete literature. Write Insulite, Minneapolis 2, Minnesota.

**It will pay you to sell**



INSULITE DIVISION  
Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

# INSULITE

Made of hardy Northern wood

INSULITE AND GRAYLITE ARE REG. T. M., U. S. PAT. OFF.

# a challenge!

WE CAN *PROVE* YOU'LL GET

**80%**

OF YOUR PAINT SALES WITH  
JUST THESE **4** PRODUCTS



Authentic dealers' reports definitely prove that LUCAS HOUSE PAINT, SUPER KEM-TONE, KEM-GLO and LUCAS FLOOR-LIFE can account for as much as 80% of your entire paint volume.

These "BIG-4" paint products are extensively advertised together, both nationally and locally, to pre-sell customers.

But the "BIG-4" paint products is just part of the Lucas story, for John Lucas and Company has been manufacturing a complete line of trade sales, commercial, industrial and marine paint products for 104 years!

## ATTENTION JOBBERS!

A few desirable (and protected) Lucas jobber franchises are available in some southwestern territories. If you are interested, please write Ralph F. Harter, General Sales Manager, for local appointment.



JOHN LUCAS & CO., INC. • 1617 PENNSYLVANIA BOULEVARD • PHILADELPHIA 3, PA.



# KNOTTY

## Sea Swirl

### *Now available at Associated Warehouses*

Now there are *two* kinds of Sea Swirl—select and knotty. The demand for this decorative fir plywood grows and grows. With the addition of Knotty Sea Swirl, we hope to increase production to the point where everyone will be happy.

Knotty Sea Swirl comes in interior and exterior types, in 4'x8' panels, 5/16" thickness. Other sizes on special order.

Contact the closest Associated warehouse for Sea Swirl and for all of your plywood needs. We welcome your inquiries.



**GENERAL OFFICE: EUGENE, OREGON**

**Plywood plants at Eugene and  
Willamina, Oregon.**

**Lumber mill at Roseburg, Oregon.**

### **ASSOCIATED PLYWOOD MILLS, Inc.**

**BRANCH SALES WAREHOUSES:**

4268 Utah St., St. Louis, Mo.  
4814 Bengal St., Dallas, Texas  
4003 Coyle St., Houston, Texas  
1026 Jay St., Charlotte, N. C.

Worley Road, Greenville, S. C.  
925 Toland St., San Francisco, Cal.  
Eugene, Oregon  
Willamina, Oregon

**SALES OFFICES:**

31 State Street, Boston, Mass.

595 E. Colorado St., Pasadena, Cal.

# *A program of* **NATIONAL DISTINCTION**

Every Speaker and Moderator on our Dealer Management Forum is well and favorably known throughout the Building Material Industry.

Normally, you would only expect to hear such Notables on a National Conference Program, but through a coordination of effort by the three State Building Material Associations, they are privileged to present such a distinctive forum to the Dealers throughout the Southeast area.

You may have heard some of the speakers . . . but even so, it's a bet that you will be more than glad to listen a second time. All are well versed on their respective subjects and speak with authority, as well as practical experience.

## **THURSDAY AND FRIDAY MORNINGS, OCTOBER 22 & 23**

are the days and from 9:30 A.M. to 12:30 P.M. are the hours for the two Dealer Management Forum Programs. Attend both sessions and learn the solutions to many of your operation problems.

## **ALSO VISIT THE MERCHANDISE EXHIBIT HALL**

and see, first hand, the latest innovations in building supplies . . . complete displays of some of the lines you sell and many others in which you might be interested.

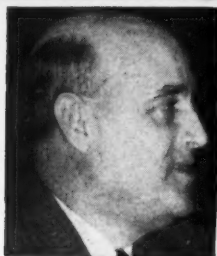
*You can profitably spend  
three full days at the*

**SOUTHEAST  
BUILDING  
MATERIAL  
SHOW**

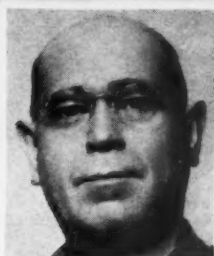
**and  
DEALER  
MANAGEMENT  
FORUM**

**OCTOBER 22-24, 1953 — BILTMORE HOTEL**

**ATLANTA**



DON A. CAMPBELL



HENRY J. MUNNERLYN



W. C. HENRY



MARTIN A. HASSINGER



DR. FRANK GOODWIN



LOYD B. RAISTY



HON. ALBERT M. COLE



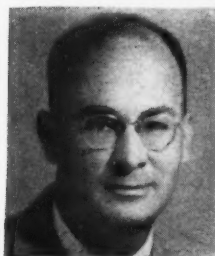
W. O. MCNAIR



EVERETT B. WILSON



HARRY L. LAWSON



MAURICE R. LARGE



DWIGHT DAVIS

### Mastering Yard Management

Moderator, Don A. Campbell, Lebanon, Ky.  
Past-President NRLDA

### Aids to Management from NRLDA

Henry J. Munnerlyn, Bennettsville, S. C.  
President NRLDA

## The Most Helpful

### Applying Business Costs to Your Business

W. C. Henry, University of Tennessee, Knoxville

### Incentive Compensation for All Employees

Martin A. Hassinger, Bristol, Va.

## Program

### Practical Sales Training

Dr. Frank Goodwin, Gainesville  
Marketing Specialist, University of Florida

### Economic Outlook for Light Construction

Lloyd B. Raisty, Atlanta, Ga.  
Vice-President Federal Reserve Bank, Atlanta District

## Ever Prepared for

### Home Mortgage Outlook & Housing Legislation

Hon. Albert M. Cole, Washington, D. C.  
Administrator of Housing and Home Finance Agency

### Taking Sales Out of Competition

W. O. McNair, Macon, Ga.  
President Building Material Merchants of Georgia

## Building

### National Association's Merchandising Calendar

Everett B. Wilson, Washington, D. C.  
NRLDA Public Relations Director

### Controlling Installment Sales

Harry L. Lawson, Miami, Fla.

## Material Dealers

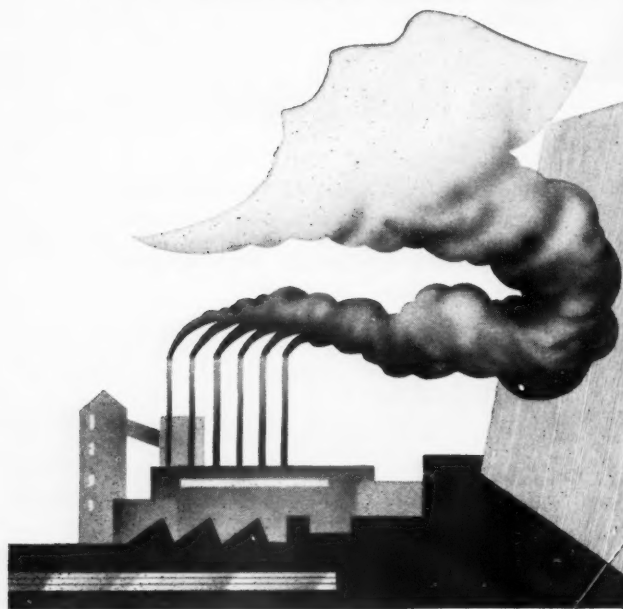
### Effective Dealer Advertisements

Maurice R. Large, Farmville, Va.

### Ways to Profitable Store Traffic

Dwight Davis, Charlotte, N. C.

# Sealed against dirt and weather



## NEW! SURFASEAL FINISH PROTECTS GOLD BOND CHROMA-TEX SIDING SHINGLES

**Y**OUR builder-customers are using Gold Bond Chroma-Tex Asbestos Siding Shingles to help sell houses. Builders know that Chroma-Tex is protected by Surfaseal—Gold Bond's exclusive new transparent coating that locks in the famous Gold Bond colors and locks out dirt, grime and stains. Surfaseal gives long-lasting colors to Chroma-Tex.

These outstanding shingles with Surfaseal have these added features which you can promote for more sales, extra profits:

Durability—rugged Chroma-Tex just never wears out.

Weather, rats and termites do not affect it.

Low maintenance—homeowners never have to paint Chroma-Tex for preservation.

Extra fire protection—Chroma-Tex will not burn. It banishes fire hazard from sparks and flying embers.

Ask your National Gypsum Company representative to show you samples of the new Chroma-Tex line. See why more and more builders are buying and using Chroma-Tex—how you can make new, extra profits.



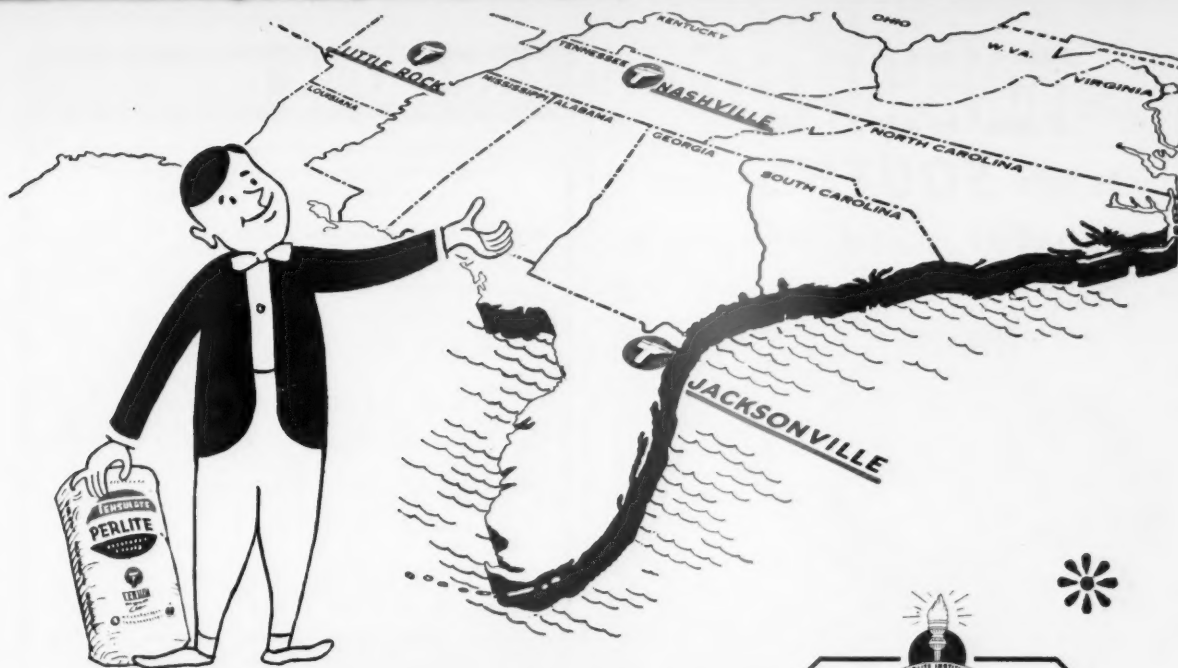
### NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.

*Lath, Plaster, Lime, Sheathing, Roofing, Siding, Gypsum Roof Decks, Wall Paint, Textures, Rock Wool Insulation, Metal Lath, Sound Control Products, Fireproof Wallboards and Decorative Insulation Boards.*

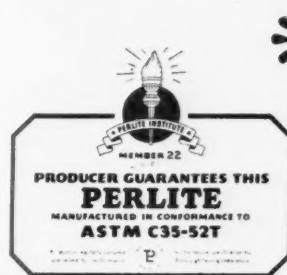
You'll build or  
remodel better with

## Gold Bond®





# TENSULATE PERLITE



## \* Certified for More Sales

\* Certified Tensulate Perlite is a sure way to boost sales and profits. Architects and plastering contractors know this label is their guarantee of highest quality. They specify and demand \*Certified Tensulate Perlite.

If you are interested in boosting sales and profits, handle \*Certified Tensulate Perlite. Get in touch with TENNESSEE today . . . three conveniently located plants for dependable service.



**TENNESSEE**  
**PRODUCTS & CHEMICAL**  
*Corporation*  
 NASHVILLE, TENNESSEE

# TENSION-tite\*

is the **SOUTH'S** most  
popular window screen

(Production doubled again at our Georgia plant)



## Southern Builders and Homeowners say:

- "I like the low cost and ease of installation. No painting or fitting necessary."
- "TENSION-tite aluminum screens last for years even in the salt air along the coast."
- "It costs less to install TENSION-tite screens . . . yet they look better, admit more light, and there's no maintenance."

## EXCLUSIVE GUIDE BAR SPEEDS INSTALLATION

This bar . . . detached temporarily from the screen . . . accurately locates the position for the five screws. Produces a perfect fit in less than five minutes per window.



## RUDIGER-LANG CO.

Plants in Toccoa, Georgia and Berkeley, Calif.

Sales Office: International Trade Mart  
New Orleans 12, Louisiana

\*Trademark of Rudiger-Lang Co.

## ASSOCIATION DIRECTORY

Associations serving Building Supply Dealers in  
Southern and Southwestern states—and served  
by SOUTHERN BUILDING SUPPLIES

**Alabama Building Material Exchange** — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

**Arkansas Association of Lumber Dealers** — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Byron P. Howlett, Monticello, Ark.

**Carolina Lumber and Building Supply Association** — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: T. A. Roe, Greenville, S. C.

**Florida Lumber and Millwork Association** — 2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: B. Frank Edwards, Tampa, Fla.

**Kentucky Retail Lumber Dealers Association** — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: R. E. McConnell, Paris, Ky.

**Louisiana Building Material Dealers Association** — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Harry V. Balcom, Bossier City, La.

**Building Material Merchants of Georgia**—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. O. McNair, Macon, Ga.

**Lumbermen's Association of Texas** — Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: John Armstrong, San Angelo, Tex.

**Middle Atlantic Lumbermen's Association**—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

**Mississippi Retail Lumber Dealers Association** — 650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: T. A. Rigdon, Forest, Miss.

**National Retail Lumber Dealers Association** — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NATIONAL 6757. President: H. J. Munnerlyn, Bennettsville, S. C.

**Oklahoma Lumbermen's Association** — 815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel.: 7-0338. President: Dale Carter, Tulsa, Okla.

**Southern Sash and Door Jobbers Association**—920 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

**Southern Wholesale Lumber Association**—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: H. L. DeMuth, Jacksonville, Fla.

**Southwestern Lumbermen's Association**—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Fred S. Stephenson, Chickasha, Okla.

**Tennessee Building Material Association**—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

**Virginia Building Material Dealers Association** — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: William N. Neff, Abingdon, Va.

**West Virginia Lumber and Builders Supply Dealers Association**—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Robert N. Swiger, Clarksburg, W. Va.

Better be ready when they ask for

# GLATEX

T. M. Reg. U. S. Pat. Off

*aristocrat of asbestos cement siding*

*in*

# COLOURS

Better be ready—to fill your orders for time-proved GLATEX . . . now in three most-preferred, soft-hued colors. Never any need to paint; color lasts the lifetime of the house because it's fused under high temperatures into the ceramic surface. As always, GLATEX has the china-like glaze finish that washes like a dish.

GLATEX in *colors* (and popular Satin White) gives you an exceptional opportunity for extra profits in the re-siding market. Be ready when you're asked for GLATEX. For years it's been known as America's aristocrat of asbestos cement siding—now, with lifetime colors, it's heading for new heights in popularity!

**Greentone**

**Mist Gray**

**Browntone**

**Satin White**



**UNITED STATES GYPSUM**

The Greatest Name in Building

# STOCK AND DISPLAY THE BEST R-V-LITE® and VIMLITE®

HUGE, NEW "DO-IT-YOURSELF" MARKET  
MAKES THESE **R-V-LITE** KITS  
**YOUR FASTEST-SELLING  
SELF-SERVICE ITEMS!**



## R-V-LITE® ENCLOSE-A-PORCH DO-IT-YOURSELF KITS



Hottest big-ticket item in your line! Complete kit contains everything for quick, efficient enclosure of average size porch (or 10 storm windows and 2 doors). Or, you can split the kit to make profitable sales for dozens of other uses!

3-PK ENCLOSE-A-PORCH KIT

## R-V-LITE® Ready-Cut STORM PANE KITS

Striking self-display cartons and self-serve floor fixtures speed sales of these handy, all-in-one "take-home" units. Colorful illustrated display-card top catches attention, catches customers for both low-cost types.

R-V 48-SP and R-V 72-SP FIXTURE ASSORTMENTS

36-SP Clear, 2-mil Vinyl Plastic Pane

12-SP De luxe Cotton-Reinforced Pane

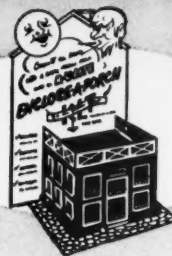


## R-V-LITE® PONDEROSA PINE MOLDING STRIPS

Holds 250 3-foot strips (total 750 ft.) in self-display carton that keeps strips clean and undamaged. Top grade Ponderosa Pine, 3/8" x 1/4", with smooth-finished flat top, rounded corners. Perfect for every R-V-LITE and VIMLITE installation.



POWERFUL R-V-LITE  
HELPS YOU SCORE



3-Dimensional "ENCLOSE-A-PORCH"  
Counter Display Sells Kits Galore!

Realistic, dramatic model stops shoppers . . . starts sales. Yours FREE with request card packed in each kit.



Colorful WINDOW STREAMERS Boost  
"ENCLOSE-A-PORCH" Kit Sales!

Bold, compelling poster display brings customers into your store.



Handy CONSUMER FOLDERS  
Sample Your Entire Line!

Actual swatches demonstrate and explain properties of all 8 types of R-V LITE and VIMLITE.



Unique JIFFY CALCULATOR Figures  
Retail Prices at a Glance!  
Enclosed in every roll of  
R-V-LITE to help speed sales.



# MERCHANDISED LINE TODAY!

*All-Purpose*

# WINDOW MATERIALS

**MERCHANDISING  
HIGH IN SALES!**



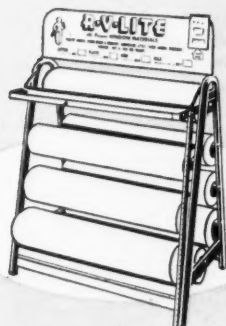
**Big ADVERTISING KIT Puts "Pep"**  
In Your Individual Promotion

Packed with colorful display and advertising material to establish your store as R-V-LITE Headquarters.



**MAGAZINE ADVERTISING "Pre-Sells"**

Your Customers on R-V-LITE Benefits! Millions of messages in leading publications stimulate consumer interest... pave the way to more sales for you!



**All-Metal FLOOR FIXTURE Stocks & Displays Complete R-V-LITE Line!**  
Holds 8 rolls of R-V-LITE and VIMLITE in compact space. Perfect for demonstrating, measuring and cutting.

**VERSATILITY...ECONOMY...  
EASE OF USE MAKE NEW  
FRIENDS FOR ALL 8 TYPES**

## R-V-LITE®

- 100-C Cotton Reinforced
- 200-F Plastic Reinforced
- 700-W Aluminum Wire Reinforced
- 400-L Wax Impregnated Fabric
- 50-C Economy Cotton Reinforced

## VIMLITE®

- 303-CW 10 Mesh Wire Reinforced
- 800-CW 14 Mesh Wire Reinforced

## VLITE®

- 15-V Heavyweight, Crystal Clear 4-mil vinyl plastic

For every use — indoors or out — in home, farm or factory... there's an R-V-LITE or VIMLITE product. Heavy-weight, crystal-clear, 4-mil vinyl plastic V-LITE opens up huge market for making household accessories. Prominent display pays off in year-'round sales.

## ARE YOU CAPITALIZING ON THIS FREE R-V-LITE BOOKLET?

*"How to do it with R-V-LITE and VIMLITE!"*



Get Your **FREE SAMPLE BOOKLET** and **CONSUMER COUPONS**

Show this booklet to your customers — get them to send coupon for their free copy! We send book direct. You get the benefits!

32 idea-packed pages of sales-stimulating suggestions, plans, and instructions that tell and show how to make:

- Storm Doors and Windows • Green-houses • Seed Bed Frames • Poultry and Dairy House Windows • Factory Partitions and Enclosures • Household Accessories • Porch, Patio, and Breezeway Enclosures and many more!

Backed by Powerful Consumer Advertising in Leading National Magazines!

Exclusive Manufacturers of R-V-LITE and VIMLITE

# ARVEY CORPORATION

Since 1905

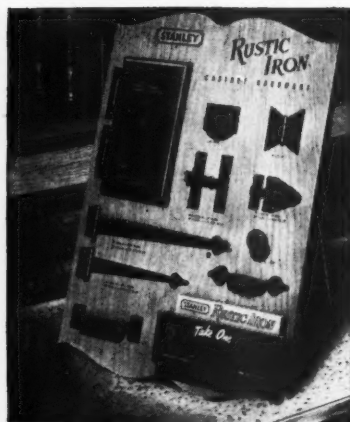
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Available Through Leading Wholesale and Retail Stores

# Sure hit with every homeowner...



## Stanley RUSTIC IRON Cabinet Hardware



Salesmaker No. DB-533. Size 21" x 14"

Here — in the new, complete Stanley line — is Rustic Iron Cabinet Hardware with that hand-wrought "look" . . . that authentic early American styling so much sought after today. It has hammered edges, a rough textured finish bonderized for lasting beauty. It accents the charm of every home, every room.

Make the most of the rapidly growing trend to traditional cabinet hardware. Ask your wholesaler for a supply of consumer folders showing the full Stanley line. And ask him about the attractive salesmaking display illustrated — one of many featuring the varied lines of Stanley Cabinet Hardware.

The Stanley Works, Cabinet Hardware Division, New Britain, Conn.

# STANLEY



HARDWARE

TOOLS  
ELECTRIC TOOLS  
STEEL STRAPPING  
STEEL

# Texaco is tops



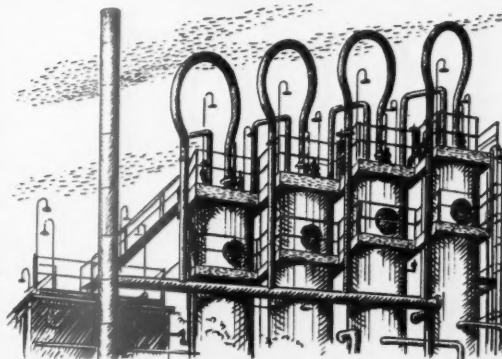
Texaco asphalt roofing products are selected for the protection of thousands of America's roofs — on homes, churches, schools, farm and commercial buildings; both new and old construction. High quality Texaco asphalt is the vital ingredient, plus manufacturing skill and experience.



There is a high quality Texaco asphalt roofing product for every essential roofing need — strip, individual and interlocking shingles, smooth and mineral surfaced roll roofings, roll sidings, coatings and cements, asphalt saturated felt, and solid roofing asphalt for built-up roof construction.



Streets, highways and airports all over America are surfaced and protected with long-lasting, high quality Texaco asphalt. This is the vital ingredient that stands up under terrific punishment, rugged service, exposure to all weather and hard wear.



From the ground up — Texaco is in a position to guard every step in the production and refining of its raw materials. So — as one of the world's largest producers of asphalt — Texaco can and does select from the finest petroleum crudes, the exact, right grades for specific uses. Result: 99½% pure asphalt goes into Texaco asphalt roofing products.



... the name that millions know and trust

MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

# Simplify your buying... Carry a complete quality line...

## Order all these U-S-S Steel Products from a single dependable source

YOU can simplify your buying procedures, cut the time and cost of checking records and inventory by ordering a complete line of steel products for the farm and home from a single reputable, dependable source... T. C. I.

YOU can be sure that these products have customer appeal, too; they are the quality line of U-S-S Steel Products which have been proved by use to give money-saving service.

YOUR sales efforts are being backed up by forceful farm magazine advertising, popular radio programs, helpful literature and other sales-building aids. Sell the *complete* quality line... U-S-S Steel Products.

### TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION  
GENERAL OFFICES: FAIRFIELD, ALA.

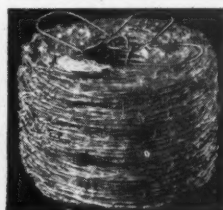
DISTRICT OFFICES: CHARLOTTE • HOUSTON • FAIRFIELD  
JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



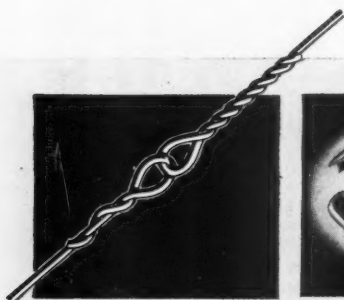
**U-S-S AMERICAN FENCE**, the South's favorite farm fence. Easy to sell because it's made so well. There's more in use than any other brand... it must be good!



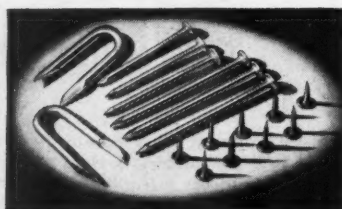
**U-S-S TENNESEAL V-DRAIN ROOFING** gives better all-over protection because of its strong construction, practical design, and long service.



**U-S-S AMERICAN BARBED WIRE** has sharp, firm barbs regularly spaced, and a crack-proof, peel-proof coat of special, heavy galvanizing. It is available in four different styles.



**U-S-S BLUE BONNET BALE TIES** for tying straws, alfalfa, bagging, paper and other materials. Strong, yet pliable for easy tying.



**U-S-S TENNESSEE NAILS AND STAPLES** are made for all home and farm purposes in a wide variety of sizes and shapes. Carry a complete line.



**U-S-S TENNESSEE STUDED "T" POST** drives easily, anchors firmly, is economical and practical from pasture to poultry yard.



**U-S-S AMERICAN BALING WIRE** is specially wound for use with a variety of automatic pick-up balers. Its guaranteed toughness and strength keep bales neat and tight.

## U-S-S AMERICAN FENCE U-S-S TENNESEAL V-Drain ROOFING



UNITED STATES STEEL



# Southern BUILDING SUPPLIES

September, 1953  
Vol. 8 No. 9

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

Published Monthly by  
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NATIONAL BUSINESS PUBLICATIONS



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# WHERE DO YOUR CUSTOMERS



## GET THEIR BUYING IDEAS?

A lot of those ideas come from WESTERN PINE ASSOCIATION advertising in 9 top home and home improvement magazines. A lot more come from our much-ordered booklet, "Enchanting Homes of Western Pines." From every angle—new homes, remodeling, do-it-yourself projects—we emphasize everyone's desire to *sweeten* "home, sweet home."

Sooner or later, some of the more than 11,000,000 families we reach will send Dad down to do business with *you*. A WESTERN PINE ad helps start the chain reaction. We do it to make *your* business good so that ours will be, too! And we've been doing that kind of advertising consistently—ever since 1924.

## WESTERN PINE ASSOCIATION

These are the  
Western Pines:

Idaho White Pine  
Ponderosa Pine  
Sugar Pine

These are the  
Associated Woods:

Larch • Douglas Fir  
Engelmann Spruce  
Incense Cedar  
Red Cedar  
Lodgepole Pine  
White Fir

● FROM PHILLY TO TAMPA . . .



**OUTDOOR POSTERS**

**ARE SPREADING**

**THE GOOD WORD . . . . . WHERE PAINT  
COUNTS . . .  
DAVIS MAKES  
THE DIFFERENCE!**



THE H. B. DAVIS CO.  
Bush and Severn Sts.  
Baltimore, Md. and Savannah, Ga.



**FULLY LIGHTED** every night, the modernized store of the Valley Coal and Lumber Company in Decatur, Ala., beckons "window shoppers." Partner Edgil used the space around an old stove flue instead of removing the flue. He installed recessed display cases for paint brushes, which are easily removed if the flue is needed for emergency heating of the store.

**THE TWO PARTNERS** who own the Valley Coal and Lumber Company in Decatur, Alabama — Thomas D. Edgil and W. S. Coats — long ago were sold on the sales appeal of a modern, neat building. But they also were aware that it is easy to "go overboard" in investing company capital in improvements.

Recently they found the answer to this problem by using "odds and ends" and scrap materials, plus a few items that were not moving too well in the store.

Like most firms that had long outgrown their space, they had many items that had been put back somewhere and forgotten. Housecleaning revealed many materials that were utilized to transform the old building into an appealing store. The unusual placement of smaller house windows above the large display windows is a typical example. Even one odd glass block formed the center of an attractive design in a glass-block panel in the front.

"We made a big saving by using mostly scrap material, some of which had been lying around for some time," said Edgil. "And yet we think our offices are an attractive showroom for our customers. Even on the outside we used various shingles and sidings. They are much easier to show the customer — and he benefits from being able to see them in actual use."

Edgil explained that "we now can show our materials without going outside the offices. And best of all we can show the hesitant customer exactly what they will look like on a building."

For example, in Edgil's office, he can point out the ash wainscoat, red and white oak (picklewood), two doors with different type fin-



## MODERNIZED *at low cost!*

ishes on opposite sides, and two types of windows.

Edgil designed the entire remodeling job except the fluorescent lighting system.

To make use of the inside wall space in his office, an adjacent office, and in a nearby corridor, he designed and installed recessed wall cabinets made of scrap plywood. These are ideal for storing company records that may be needed on a moment's notice.

The walls in his secretary's office are plaster. The wainscoating is plaster with a Keene cement finish. The walls may be tiled later on, or tile cement itself may be used. This, Edgil points out to cus-

tomers, would be an excellent combination for a kitchen.

The ceiling in the front office and display room is of acoustical tile. In the corridor, the ceiling was lowered to hide a bulky air-conditioning duct.

In one corner of the corridor, in a few square feet of space, may be seen five different wall and door finishes—yet the blend here and elsewhere is such that it is not distracting.

The "paint bar" is made of white pine paneling with shelves of plywood to prevent buckling. A nosing of white pine, glued on the shelves, hides the plywood edges.

(See MODERN STORE page 76)

# Set 24-day record by SELLING A HOUSE A DAY!

By **BARON CREAGER**, Southwestern Editor

**IN 24 DAYS** during June, the Armstrong Brothers Lumber Company of San Angelo, Texas, sold 24 new-type FHA Title I, Section 8 two-bedroom homes at the price of \$5,000 including lot, or \$4,750 if built on the buyer's lot.

In establishing this sales record the company had benefit of impetus supplied by President Eisenhower's designation as a disaster area, that part of San Angelo razed last May 11 when 288 small residences were completely destroyed by a tornado.

Fifteen of the 24 sales were made to victims of the tornado, yet the ingenuity with which the house was designed to comply with the little-used requirements of FHA Title I, Section 8, found this new, low-cost home a ready welcome with financing agencies of San An-

gelo. Consequently, at \$250 down and \$40 a month there is a market for such a home among low-income groups in any community, disaster or not, its sponsors assert.

John Armstrong, president of Armstrong Brothers, and John E. Moss, secretary-treasurer of the company, laid emphasis on the fact that they did not buy the plans exclusively and that plans are available at the standard price to any builder, from a Fort Worth architect.

Most of the 24 sales were made in the dying days of June, with stimulation supplied by newspaper advertising and an open-house

snowing of the first home completed. The first completed home of 75 projected was furnished throughout and in the one day, June 28, 1,400 people turned out to inspect this and seven others in various stages of construction.

Fate and the tornado had played along with the housing plans of the Armstrong Brothers Lumber Company, which attracted national attention with its "San Angelo Home." But the "San Angelo Home" was discarded, even though it was widely copied and altered, because it did not prove to be the low-cost unit with the widespread appeal expected.

Last February, Gene Ebersole, executive vice-president of the Lumbermen's Association of Texas, suggested to Armstrong and Moss that they again try their hands on a low-cost home of different design. So after Armstrong and Moss had agreed between them on their conception of the house, Moss took his idea to the Fort Worth architect.

By April 27 the plans were ready. Between then and the fateful date of May 11, the Lake View (See HOUSE A DAY page 94)

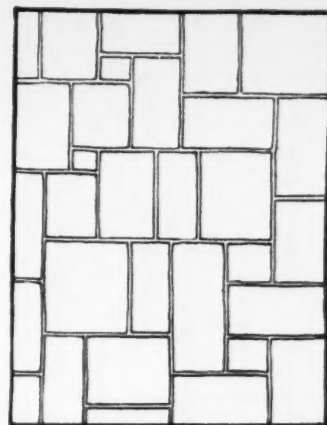


**SELLING FOR \$5,000**, including the lot, the 642-square-foot, two-bedroom house seen above is a popular seller in San Angelo, Tex. It was designed by an architect for Armstrong Brothers to comply with FHA Title I, Section 8 loan requirements. Tornado victims and others are buying similar houses for \$250 down and \$40 a month.



# SELL 'EM *Stone* - a bigger-profit masonry item that modernizes homes

By HELEN G. MATTHEWS



**FEW BUILDING MATERIALS** add a look of quality and richness to a house like stone—even in small touches.

It carries a considerably higher mark-up for the retailer than most other masonry materials. The extra cost of small amounts of stone for each house—about \$25 for a fireplace, for example—is practically negligible compared to the added sales appeal of the house. To many small home-owners, the addition of stone to a front stoop or a stone floor on a porch offers an easy way to distinguish homes from other dwellings in a housing project.

One prominent Southeastern distributor for stone manufacturers reports many cases where a dealer has stocked one carload of stone and successfully moved it within a month, with a little well-planned promotion. Subsequent carloads are easier to sell.

Such a carload should include strip rubble, irregular flagging, and

dimension stone. Any small project can be completed with one or a combination of these forms.

Once a community sees stone going into decoration for low- and medium-priced houses, the dealer's selling job is partly done for him. Many people want stone who have "heard that it's too expensive," and never stop to figure the price of a walkway, patio, front step risers, planting box, or similar addition.

If possible, obtain photographs of homes with a variety of stone uses as front decorative trim, such as entrances, steps, porches, walkways, window and door trim, lower half of front walls, chimneys, and similar trim. Show these to prospective customers and specifiers.

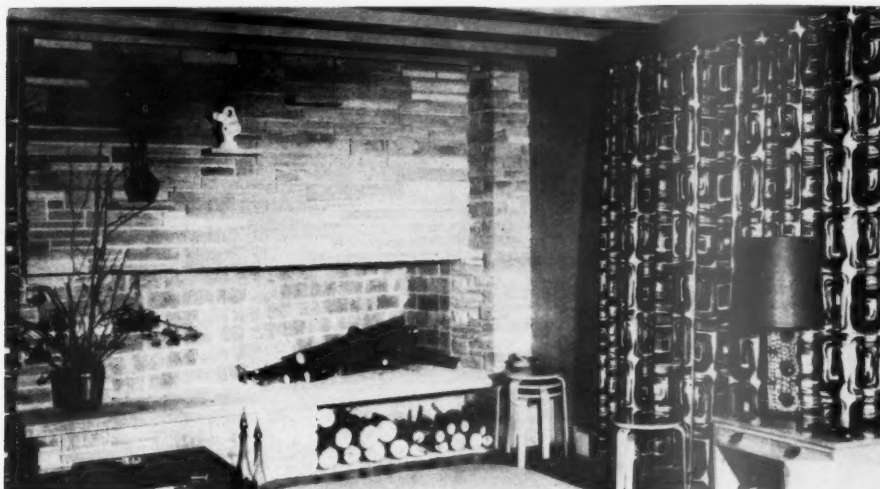
There are two groups of customers for whom stone should be promoted differently. One includes those who decide what materials go into houses—the contractors, architects, and speculative builders. These people should be visited

personally by a representative of the building supply firm. The development builder, especially, will appreciate new ideas for varying house fronts. And he is the best prospect for buying stone in quantities.

The other customer group includes the home-owners who want to beautify their dwellings. In general, stone is not the type of material that just any handyman can lay. For that reason, it is a good idea to work closely with a stone mason, so that any prospect can learn shortly what an entire improvement will cost him.

Keep cost and financing figures at your fingertips, too, so that as soon as the estimate for the entire job is reached, you can give the home-owner figures about monthly payments.

Dimension stone—that which is evenly cut in squares or rectangles—is not hard to lay. And with a (See SELL 'EM STONE page 90)



**THE ADDED COST** of this stone fireplace-wall in a low-cost modern home was slight. But the extra "glamour" gave the house the distinction of a custom-built dwelling of much larger size. Home-owners can add some decorative touches of stone themselves. More complicated masonry should be arranged for customers through mason contacts.



## How many? and how long?

Factors which determine the level of activity in housing construction — and their effect on our economy — are discussed in this article. It is reproduced, with permission, from the MONTHLY REVIEW of the Federal Reserve Bank of Richmond.

**A MILLION OR MORE** new homes have been started in the United States each year since 1948. 1950 set the all-time record with 1,396,000 new starts, a figure which has not yet been surpassed. Through May of this year, work was begun on 463,000 new houses. If this rate of building continues, 1953 will be another million-plus year, though some doubts have been recently expressed as to the continuation of this level of activity.

Prevailing conditions in the housing market have profound influences throughout the economy. The homebuilding industry employs approximately 900,000 on-the-site construction workers, who derive a total annual income of nearly \$4 billion from their productivity. Building materials used provide a stimulus to countless subsidiary industries. Producers of home appliances and furnishings have faced capacity operations

supplying the durable goods needed to equip new homes. The financing of homes has supplied commercial banks with approximately 10% of their total earning assets, insurance companies with over 25%, mutual savings banks with nearly 36%, and savings and loan associations with almost 90%.

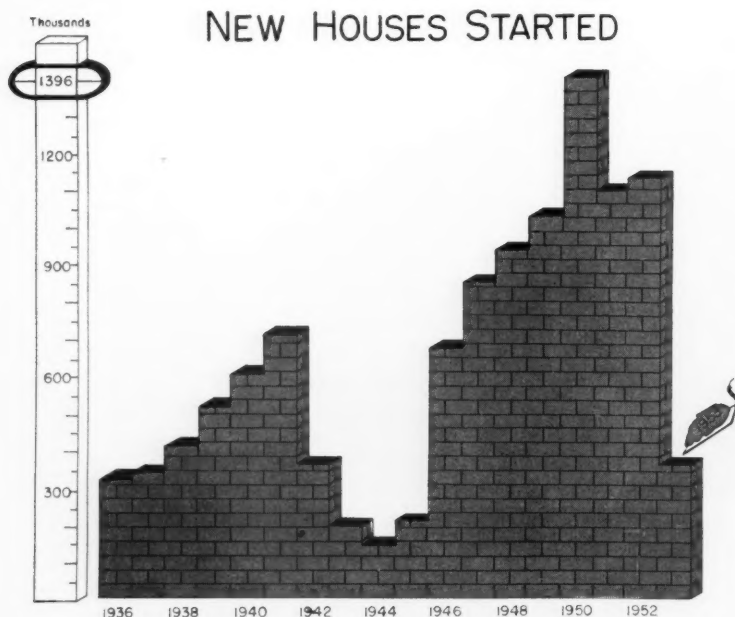
What are the factors which maintain a high level of operations in the housing field and what are their prospects over the near future? As in any free market, the level of activity in housing rests on the interaction of supply and demand and the adjustments that

are made to bring about mutually profitable relationships between buyers and sellers. Although this old economic standby, the law of supply and demand, is the first step toward understanding changes in the level of housing activity, the only meaningful answer is found in a breakdown of the factors which point up the nature of home supply and home demand.

Since the close of World War II, erection of new homes has been greatly stimulated by such conditions as an overhang of unfulfilled demands from the war years, by "super-normal" demands brought about by the extraordinary rate of family formation, by rising incomes providing both "where-withal" and confidence on the part of purchasers, by rising prices leading to confidence in the profitability of building, by an adequate flow of building supplies and a sufficient supply of labor, and by easy financing at both builder and purchaser levels.

Builders were able to meet an effective demand for new homes in 1951 and 1952 which, except for 1950, outstripped all previous years, although the Korean war brought shortages of some building materials and restrictions on mortgage lending. Because of the post-war experience our building industry now has a capacity for well over a million new homes each year. At current prices, there is little doubt that builders will continue to supply new homes so long as they believe there are buyers to take them. It is the home pur-

(See HOUSE MARKET page 100)



# MORE SALES on Main Street!

**IT TOOK** a lot of thinking, planning, and faith for the Laurens Lumber Company in that South Carolina city of some 9,000 population to move its office, store, and material warehouse from an old back railroad street location across the block to a main highway and residential street, but the president and manager, G. E. Owings, has never regretted it one minute.

It was in the fall of 1951 that the move was made. The old building was too small and off the beaten track. It was all right for telephone orders and for calls by builders and mechanics, but it was not accessible and attractive enough for home-makers and home handymen.

Owings was fortunate in buying a two-story house immediately behind his lumber yard and alongside the same railroad track. Sizing up the situation and mindful of the capital available for the project, he decided to build a modern store building right onto the front of the house. The happy result is seen on this page!

The brick and concrete block addition is really a three-story affair, since it opens at street level and the house was built on a hill (See MAIN ST. STORE page 62)



**IT'S EASY** for a customer to select the flush or paneled door he wants in the modern store of the Laurens Lumber Company. Six different styles are used for passages to contractors' room, manager's office, bookkeeping and sales offices, storage and rest-rooms. In addition, a sliding closet door display permits demonstration—by Manager G. E. Owings in picture below. Window units and island displays expedite selections.



**THIS SOUTH CAROLINA** dealer makes profitable use of dispensing displays and posters provided by manufacturers. At lower left, Owings talks door mirrors with a caller. Note neat, full, identified stocks of brand-name paints in background. In photo at right, Salesman Walker Lynch helps a carpenter to select metal trim for a kitchen cabinet. Supplies displayed on open counters win impulse purchases. Fixtures were made in own millwork shop.





## Carefully placed calendars—

# 'INDOOR BILLBOARDS'

**"CALENDARS** — the large poster variety — are one of our most successful advertising media," asserted Paul Richardson, manager of Higginbotham Brothers and Company in Brownwood, Texas.

One reason he has reaped such returns from this investment, when many other retail lumber dealers have found calendars a waste of money, is that his firm carefully picks the spots where these large calendars are to be placed. They serve the purpose of "indoor billboards."

Manager Richardson has these calendars placed in all city and county offices, real-estate offices, insurance offices, cafes, better barber shops, leading hotels, banks—and, of course, the offices of contractors, builders, and architects.

"Every year, we hang 125 of these large wall calendars. We know when we order just where

each calendar will be hung. Therefore, we know we are not buying more than necessary," Richardson explained.

Before buying calendars, there are other factors to consider.

Many retail lumbermen remember when they could buy a calendar style and be confident that the picture was theirs alone in that trade area. But, with an upsurge in use of advertising calendars, a change came—duplications became common.

Under the sales distribution plans of some calendar producers, the prevention of duplication is impossible. Several jobbers, throughout a region, have salesmen who sell calendars on a "catch as catch can" basis. Any one salesman could promise the buyer that he would not sell a certain calendar to anyone else in that area. And while he was making this vow, his competitor was selling a similar calendar to the dealer's competitor.

Therefore, it is important to buy from calendar publishers who control their sales.

"Our calendars cost us from \$1.50 to \$2.00 each," Richardson explained. "If we like a calendar design well enough, we spend as much as \$2.00 a piece for them."

Richardson suggests that a dealer buy no more than 25 jumbo

calendars the first year. In that way, he can check their results and determine which public places will readily accept them. After that, the number can be decided on as a list of such places is made out.

Higginbotham Brothers stick to scenic pictures on their calendars, but stay away from dull pastoral scenes and livestock pictures. In such places as the Register of Deeds office, where there are half a dozen large calendars, this firm's gift stands out from the rest.

When it is time to hang the new calendars, Richardson telephones the key person at each location to ask whether it is convenient for his man to come by that day. This verifies that the location is still his and also that the calendar will be hung right.

## Vermiculite Didn't Burn

In rebuilding a lumberyard which was razed by a recent fire in Canton, Ill., Samuel Demler is using the only product that survived the disastrous blaze. He installed vermiculite insulation in the new Demler Lumber Co. building on the site.

The flames were so hot that they melted the windows, but had no effect on the firm's stock of vermiculite. Demler removed the large supply of this home insulation found in the ruins and decided to put it in the walls of the new office and store.

Most of the paper bags containing vermiculite had burned, but the insulation spilled out and prevented the flames from consuming much of the paper at the bottom of the pile.

**AFTER** the company's calendar is hung in offices and public places, Manager Paul Richardson makes a good-will call to be sure it is hung to suit the occupants. Here a judge, left, "complains" to Richardson that the calendar hinders his work by making him want to go fishing.



## IDEA

of the month

## FOOTBALL SCORE BOARD

AT THE BEGINNING of the football season last year, the Brown Builders Supply Company in Mount Dora, Fla., made a "deal" with the boys on the football team. When they won three games, the company would donate materials for a score board for the field.

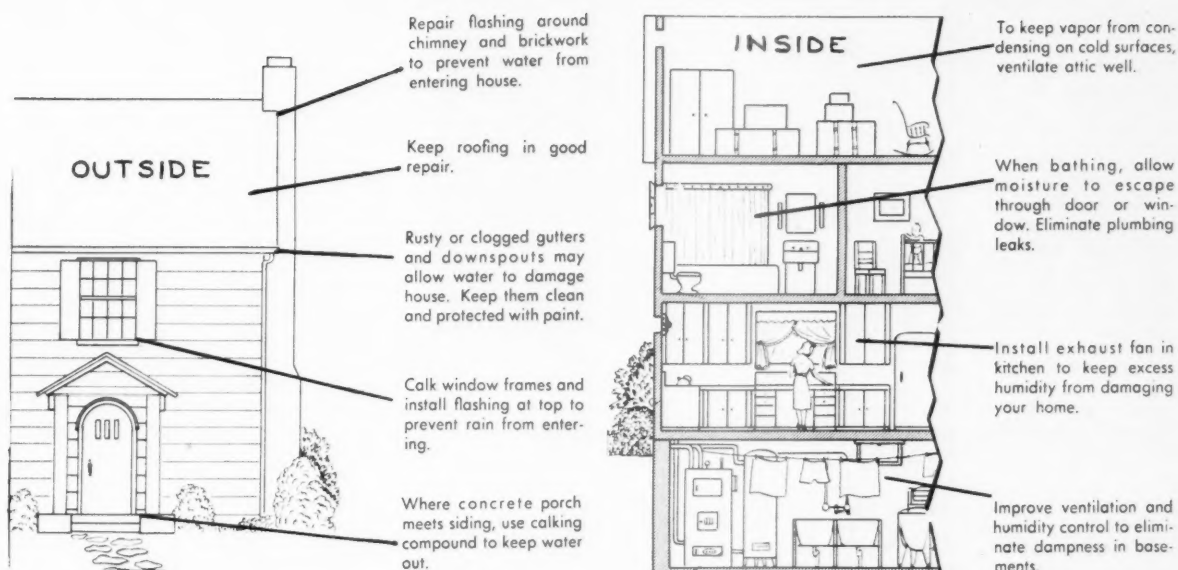
The three games were won, and the high-school manual training class made the score board.

At the top it merely says, "Courtesy Brown Builders Supply Company." This is the only advertising on the field. Games frequently are attended by over 1,000 spectators.



# HOW TO SAVE HOMES

## *from the Menace of Moisture*



**FOR YEARS** people grumbled about the blistering and peeling of paint. Dealers who sell lumber, paint, and other building materials have borne the major share of criticism, because retailers usually meet the brunt of complaints against products sold.

It was to help them—and others allied with the building field—that the National Paint, Varnish and Lacquer Association embarked on an educational program on moisture. This group realized that often the fault lies not with the product but the abuse to which it has been put.

Both the quality and application of paint were blamed for poor performance. A considerable amount of research by the paint industry, lumber manufacturers, homebuilders, and others proved conclusively that moisture is the principal cause of the paint trouble.

Actually, the blistering and peeling of paint is a symptom—and far more serious damage than blistering can result from moisture. Foundations may weaken. Breeding places for termites will be encouraged. Floors may buckle and home exteriors will become unsightly.

Moisture may be due to one or

several causes. It is just as apt to be in a new house as in an old one. As a matter of fact, the tendency to build "tight" houses may aggravate the moisture condition.

Few people realize that in normal home activities—such as washing, bathing, cooking or drying clothes—a family of four will generate more than 10 gallons of water a day. Unless this is allowed to escape, the vapor will get into the walls. As it hits the cold, outer wall, it condenses and forces its way through the exterior paint film.

Moisture also may be due to construction defects in the dwelling, such as improper flashing around chimneys, poor caulking of windows, or basements not properly sealed on the outside walls.

Some houses are built on a concrete type and waterproof paper is not used under it, moisture will come through and warp floors.

Crawl spaces are a particular source of trouble. These should be covered with 55-pound roofing paper and well ventilated. It is estimated that 12 gallons of water per 1,000 square feet will evaporate from soil every 24 hours. As this moisture saturates the lumber, it

not only rots but also creates breeding places for termites. Here moisture is dangerous to structures.

Moisture sometimes is due to carelessness on the part of homeowners. Clogged gutters force water under the eaves to set in moisture rot. Putty which has chipped or broken around windows, leaky roofs, brush piled against a house—these all invite moisture and its attendant damage.

Available to dealers from the National Paint, Varnish and Lacquer Association, 1500 Rhode Island Avenue, N. W., Washington 5, D. C., is much helpful material on solutions to the moisture problem.

For group meetings, a 16 mm color and sound motion picture entitled "Water—The Hidden Menace to Homes," simply tells how moisture gets within walls and what to do about it. A 35 mm slide presentation furnishes more detail on this subject and shows case studies on how excessive moisture conditions were relieved.

Newspaper publicity, radio scripts, and booklets also are available from NPVLA to dealers. A 12-page, pocket size booklet shows and explains "How to Rescue Your Home from the Menace of Moisture."



## Lumberman on board works for **BETTER SCHOOLS**

**VAN M. LAMM**, 45-year-old president of the Grogan-Lamm Lumber Company, of Dallas, Texas, believes that "businessmen" should make themselves available for civic duty whenever possible.

However, he does not believe such civic service should be assumed in a half-hearted way and is of the opinion that a businessman should decline to run for elective office if he does not have the time such office will require.

Lamm recently was elected a member of the Dallas Board of Education for a three-year term and immediately started putting these beliefs to work.

"It is my intention to give 100 per cent of the required time for the next three years," Lamm commented. "I wouldn't take it and I wouldn't want to see any citizen take such a position under any other consideration. If a man can not give the time he should not make himself available."

"So far, being a member of the school board has not been a burden and I don't expect it to be. As I see it, if I am attempting to do good for the community, the responsibility can not be a burden."

"My hope is that I can merit the confidence of the people who voted for me."

Lamm did not voluntarily seek public office. Friends and acquaintances in Dallas asked him to run for Place No. 6, in the West Oak Cliff area of Dallas. Although the vote was extremely light, only 3,270 ballots being tallied, Lamm and two other successful candidates were named by a seven-to-one majority. All three assumed office on May 12.

These three joined six other members with a year or more of experience to face some of Dallas' most perplexing school problems. These included a multi-million-dollar construction program, a giant and expanding budget for a growing metropolis, and the growing pains incident to finding facilities for an ever-increasing horde of youngsters. Then they must work out new salary schedules for teachers, if and when the legislature approved a state-wide pay increase.

Because of his participation in football and other athletics in both high school and college and his continuing interest in outdoor activities, the lumberman-member was naturally appointed a member of the athletic committee, which is a part of the administration machinery of the Dallas Board of Education.

Lamm, who is president of the

**IN THE BOARD** of education office, Van M. Lamm chats with School Superintendent White. Recently elected to the Dallas City Board of Education, Lamm was made a member of the athletic committee because of his great interest in outdoor sports and games.

Dallas Hoo-Hoo Club, is comparatively young in the lumber business, with seven years of experience.

"How did I get into the lumber business?" he echoed. Then, with a chuckle, he explained:

"Well, I was in military service in the Philippine Islands when, in effect, I got into the lumber business in Dallas. You see, my father-in-law was in the sawmill business and he and my wife decided I should go into the lumber business when I got out of service."

When he entered service, Lamm was a petroleum engineer, being a graduate of the University of Texas.

By comparison with the present population of Dallas, he is one of the few natives of the community.

Although he was previously addicted to golf, a circulatory leg ailment converted him into a fisherman. However, Lamm does not go fishing to merely sit and fish. He is what the fishing fraternity calls a "plug fisherman."

## Recipe for Home Demand

An effort to develop a simple, low-cost method for predicting housing demand in a locality is described in "A Short-Term Forecast of the Housing Market, Jacksonville, Florida." Just issued by the Housing and Home Finance Agency, the booklet was prepared by the University of Miami under contract as part of the HHFA's program of housing research.

It is available for 25 cents a copy from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

While the information contained in the publication is applicable only to the situation prevailing in Jacksonville, the study illustrates how local business groups or public agencies can assemble significant housing and other related data and analyze them in relation to the character and economy of a given community to obtain a rough, three- to five-year outlook for the housing market.

# NEWS of the INDUSTRY

## Convention for Dixie Dealers Soon Offers Timely Sales, Managerial Tips

"KEEPING SALES out of Competition" and "Mastering Yard Management" — those will be the dual themes of the Southeast Dealer Management Forum and Building Material Show which beckons dealers from all over Dixie to the Biltmore Hotel in Atlanta, Ga., October 22-24.

Outstanding building material merchants from the Southeast will join other authorities in proposing solutions to dealers' sales and management problems in forum sessions to be moderated by Don A. Campbell, lumber dealer and mayor of Lebanon, Ky.

All dealers in the Southeastern states are eligible to attend this convention. It is sponsored jointly by the Florida Lumber and Millwork Assn., the Building Material Merchants of Georgia, and the Tennessee Building Supply Assn. Members of other dealer organizations in the region—and all other dealers—have been invited to attend this forum-show.

How dealers can control installment sales will be explained by Harry L. Lawson, Miami, Fla., merchant.

Maurice R. Large, of Farmville, Va., will discuss the effective use of advertising by a building material dealer.

The economic outlook for light construction in the Southeast will be covered by Lloyd B. Raisty, vice-president of the Federal Reserve Bank of Atlanta.

Aids to management from the National Retail Lumber Dealers Assn. will be described by Henry J. Munerlyn, NRLDA president from Bennettsville, S. C.

William T. Spencer, Gastonia, N. C., building material merchant, will appraise exhibits as aids to management.

In a luncheon speech Thursday, Albert M. Cole, administrator of the Housing and Home Finance Agency, Washington, D. C., will discuss the home mortgage outlook.

Incentive compensation for all employees will be outlined by Martin A. Hassinger, building material distributor of Bristol, Va.

Prof. W. C. Henry, of the University of Tennessee's Business Management Division, will tell dealers how to keep tab on their operating costs.

"Little Things that Count" in making more profits will be detailed in a Friday luncheon speech by Dr. Frank Goodwin, marketing specialist

of the University of Florida.

Everett B. Wilson, public relations director of NRLDA, Washington, will report on how to synchronize local dealer advertising with the national advertising of manufacturers.

"Ways to Profitable Store Traffic" will be enumerated by Dwight Davis, Charlotte, N. C., building material merchant.

Write for your room reservations now for the Southeast Building Material Show and Dealer Management Forum, October 22-24. Make reservations through Foster B. Steward, Chairman, Housing Committee, 1036 Peachtree St., N. E., Atlanta 5, Ga. There is no registration charge for dealers or exhibitors.

## Union Ban on Paint Rollers Ruled Out

A Detroit Union ban on paint rollers on August 5 was declared an "unlawful objective" and, therefore, illegal in a decision rendered by Thomas F. Maher, judge of the Circuit Court for the County of Wayne in chancery.

Significance of this decision is that nowhere in the United States under common law has there been a legal precedent clearly defining the right of the employer to use advanced tools and methods where no element of health and safety to the worker was involved. The Detroit decision returns to the employer this right and could be the legal basis for the removal of such restrictive clauses in painters' union contracts across the country.

Basis for the case was a suit



**THE NATIONAL** Assn. of Paint Roller Manufacturers was organized in Detroit, Mich., July 16, by six Midwestern manufacturers who make 75 per cent of the nation's paint rollers. One of the body's first actions was to challenge the Detroit painters' union to participate in a televised demonstration to "let the public decide" whether the local union ban against paint rollers was fair.

Presidents of five of the six cooperating manufacturers are seen discussing the challenge publicity in the above photo. Seated, from left, they are: James Hennecke, United States Metalcraft, Inc., Detroit; Vern T. Touchett, E Z Paints Corp., of Milwaukee and Los Angeles; Henry Freund, Essex-Graham Corp., Chicago. Standing are Henry Fechheimer, King Paint Roller, Inc., Detroit, and Earl E. Thomas, Thomas Products Co., Detroit. The president of the sixth founding company, Mort Mauthe, Bestt Roller Co., Fond du Lac, Wis., was absent.



brought by the Detroit Chapter of the Painting and Decorating Contractors of America against the Painters District Council (AFL). The union attempted to justify its contract ban against the new, improved painting tool by charging that paint rollers were injurious to the health and safety of its members.

Detroit contractors, asserting that they were being priced out of business by the union ban, maintained that paint rollers were a perfectly proper tool and would result in savings up to 40 per cent to taxpayers on public painting jobs and similar savings on home painting jobs. Wages, working conditions, and other benefits were not involved in the dispute.

Another aspect of the case was the entrance into the fight against the union ban of the National Association of Paint Roller Manufacturers. Leading roller manufacturers had testified at the trial to disprove union charges that paint rollers "literally drenched the user with paint" and were otherwise unsafe

and unsatisfactory to use.

On July 23, the association presented a 15-minute "Hear Both Sides" type of public-service television show over WWJ in Detroit. The association invited the union to participate to prove their allegations that paint rollers were not a satisfactory tool.

Although the painters' union refused to take part in the program, the association staged the demonstration on schedule to prove to the viewing public that the paint roller was fast, economical, clean, and safe in operation.

On the program, a couple dressed in evening clothes, finished nearly a complete wall, 8 by 16 feet, in less than 10 minutes. Two union painters using brushes, had scarcely started a similar-sized wall. They agreed to appear, although without permission of the Painters' Union.

In ruling in favor of the plaintiffs, Judge Maher asserted that he had found that both the pressure-fed and pan-fed rollers "could be used effectively without any risk in so far as health or safety are concerned."

## Moving UP!



**HAROLD J. KOLENSKI** has been appointed sales director of the Barclay Manufacturing Co., maker of plasticated panels for walls and ceilings. Previously he served the A. O. Smith Corp., Wiard Plow Co., and the Crucible Steel Co. of America.

**Ruberoid Co. . . . C. J. DUNHAM** has been appointed merchandising manager and general staff assistant to E. J. O'Leary, vice-president in charge of sales. J. MAURICE HOARE became sales promotion manager. He formerly held the same position for the American Asphalt Roof Corp.

**Hyster Co. . . . PHILIP S. HILL** has been elected to a newly-created post—vice-president in charge of all sales. For the past several years, he has served as general sales manager for the materials-handling firm.

**American Wood Preservers Assn. . . . GORDON M. QUARNSTROM**, Washington, D. C., journalist, has been appointed director of public relations for the association's Service Bureau in Chicago, Ill. His appointment was part of a program to expand activities of the bureau.

**Pittsburgh Steel Products Co. . . .** New assistant general manager of sales for this subsidiary of the Pittsburgh Steel Co. is WAYNE O. STOUGH-TON. Until recently, he was district sales manager in Philadelphia and was succeeded in this post by PAUL F. MUGEN. WILLIAM A. BRADY was promoted to sales manager for the Atlanta office; DONALD H. FREEZOR for the Chicago office.

**Upton Co. . . . Special** Washington, D. C., representative for the last three years, EUGENE S. OSTHEIMER has been named Western division



## MONEY-SAVING USE OF LIFT TRUCKS

Erection of 47-foot-span timber roof trusses in the construction of a new shop building was speeded and simplified recently through the use of two Ross fork-lift trucks at the W. T. Smith Lumber Co. in Chapman, Ala.

Construction Foreman Roland Spann reported that three trusses were lifted in this manner into position by their bottom chords, placed and bolted on their exterior supporting wood columns in 37 minutes, whereas manual erection would have taken a week.

Erection of all trusses in the two 50-by-216-foot sections of the T-shaped structure averaged less than 15 minutes. Spaced 18 feet apart, the trusses were fabricated from standard lumber items and assembled with Teco wedgetit ring connectors.

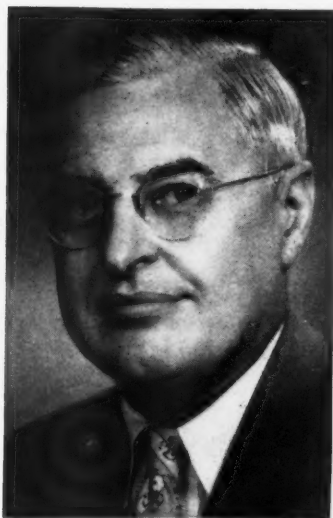


sales manager, with headquarters in Kansas City, Mo. He joined Upson in 1948 as a sales representative for the company's laminated wood fiber panels.

**Inland Steel Products Co. . . . H. V. STEHL** has been appointed vice-president and general sales manager, replacing W. A. JAHN, who is now president. Stehl also assumed the responsibilities of the former general sales manager, Robert S. Schmieder, who retired August 1 after 36 years with the firm.

**National Gypsum Co. . . . New** division manager for the Southwest is C. GUSTAVUS. His territory includes the Houston, Dallas, Kansas City, and St. Louis sales districts, plus the newly-organized New Orleans district. He formerly was director of trade relations for the Southwest. MELVIN F. CERRUTI was appointed to the new position of Northeastern division manager, covering Washington, Philadelphia, and other northern sales districts.

**United States Gypsum Co. . . . New** advertising manager of this manufacturing firm is HOMER R. DEADMAN, former district manager for USG in Seattle, Wash. He succeeds B. G. POMFRET, who now heads the company's publication department, which produces the dealer - distributed magazines, *Business of Farming* and *Popular Home*. Pomfret, who joined USG in Canada in 1946, replaced F. W. WEISER when the latter was made Eastern sales manager of the gypsum wallboard department.



**BRADLEY P. WILLIAMS** is now general merchandise manager of the Masonite Corp., in charge of advertising, sales promotion, and publicity programs. He served as sales promotion manager during the last three years. For 10 previous years, he was also manager of sales research.

## Dealers Welcome 'Week-End Decorator' Aids



TO STIMULATE paint sales all year long, the Archer - Daniels - Midland Co. of Minneapolis, Minn., this month is launching a double-barreled paint selling program. It includes the Week-End Decorator drive, aimed at the growing home - improvement market, and a campaign for more jobs for painter-contractors.

Both plans have been accepted with enthusiasm in a series of 18 regional meetings by some 200 paint manufacturers, several paint clubs, many jobbers, paint accessory manufacturers, and two dealer organizations, according to ADM's president, Thomas L. Daniels. The dealer bodies are the Retail Paint and Wallpaper Dealers of America and the Retail Hardware Dealers Assn.

The home-owner program is built around Week-End Decorator corner-display stands like that illustrated on this page. Window and wall banners and streamers are provided to dress up paint departments.

Newspaper mats and radio commercials are supplied the dealer to tie in with a full-page ad in *Better Homes and Gardens* in September, which calls on home-owners to become Week-End Decorators.

Added lures, once a housewife or handyman gets in a cooperating dealer's store, are painters' caps, aprons, bandannas, "how to paint" booklet, and a frivolous certificate

for those who become a Week-End Decorator.

The painter segment of ADM's industry-wide program includes a slide film entitled "101 Sure-Fire Ideas to Sell More Paint Jobs," professional sales training, and sales aids tied in with promotional ideas to win the contractor a greater share of the consumer dollar.

The ADM booklet offers the contractor a self-rating checklist in the cartoon style handbook that covers everything from wearing a smile to installment selling. He is told that he should check prospects in his territory, use office records to sell, make follow-up calls, use newspaper advertising, keep equipment clean, utilize his truck as an advertisement, protect flowers and shrubs, and use a sales portfolio.

Archer-Daniels-Midland makes a specific point of the "half-a-house" plan, used so successfully in New England. "You do everything the home-owner can't reach," the booklet tells the painter. "Let him finish the job. It's an excellent way to sell re-paint jobs to people who 'can't afford to paint.'"

ADM points out that one out of four home - owners instruct the painter to finish the job. Time-payment hints are outlined and flood-lighted homes are suggested as a Hollywood-style sales tip.

## Newspapers Drum Up 'Do It Yourself'

Look behind the home handyman's tool kit and you'll probably find a copy of his hometown daily newspaper—opened to the home building and planning page. For a survey recently completed by the Bureau of Advertising of the American Newspaper Publishers Assn., reports that the nation's dailies, on the average, devote about four full 2,400-line pages of editorial matter every month to home building and planning information.

In the survey, 305 weekday and Sunday newspapers in the United States, Canada, and Hawaii reported a total of 2,373 standard-size pages of such information published in March and April.

"These figures," said William G. Bell, director of research for the bureau, "emphasize the extent to which the do-it-yourself movement has captured the public's attention. Newspapers and newspaper editors are the most sensitive barometer we have of people's activities, desires and living habits.

In this case, the newspaper has served as the center of an expanding movement. Newspaper editors, accurately gauging the home handyman's interests, have enlarged the space given over to instructive and informative articles serving these interests.

## ONE-MAN SHOW



This carpenter is putting up 4' squares of Masonite hardboard on the ceiling of a rumpus room without help, thanks to a simple rake-like support. Made of scrap pieces of 1"x2" lumber, the prop holds the ceiling panel in place, leaving the workman's hands free. A piece of wood on the floor braces the prop securely.

## MAIN ST. STORE

(From page 55)

with access by a flight of steps. This building is 50 feet wide and 60 feet deep.

Planter boxes filled with boxwoods enhance the front windows. Seasonal displays of hardware, tools, paints, and other supplies are placed in the windows to attract passers-by. Although this store is in a residential section, it blends well with the neighborhood.

Among the many modern features of the Laurens Lumber Company store is the contractors' room, which is shown on the cover of this issue of SOUTHERN BUILDING SUPPLIES. It is in use almost constantly, even in this small city, by contractors. They use it to make their payrolls, to check blueprints, to figure bills of materials, and to check on specifications, etc.

Before completing his store plans, Owings pored over the trade magazines, visited other modern building supply stores and lumber yards, and discussed the latest and best in displays and storage with factory representatives and other retailers.

He readily admits that store sales were 265 per cent greater last year than they were in 1951 before the move was made. His total sales in '52 were 35 per cent greater than the year before. This year he expects to sell the greatest volume in the Laurens Lumber Company's 52-year history.

Owings and his brother, the late R. B. Owings, bought the Laurens Lumber Company in 1940 from Charles Duckett. Formerly the firm manufactured most of the lumber it sold, but now it buys 94 per cent of the lumber it moves.

A new millwork shop was built across the delivery drive from the new store. In it, special window and door frames are made and millwork is tailored to specifications. In the last 12 months, the craftsmen there have made and sold 68 fishing boats for patrons of South Carolina's popular lakes close by.

The Laurens Lumber Company does no building or installation of materials on the job. It works closely with contractors and mechanics in serving all customers. Financing is arranged through local banks for installment sales of materials and improvements.



THE PROFESSOR SAYS

## Extracts From The Annual 30 Day Institutes

(This material is selected and condensed from the speeches and suggestions made to students in the 30-day courses on building material distribution, which have been held at the University of Kansas City under the sponsorship of the Southwestern Lumbermen's Assn.)

**SUBJECT: Advertising —  
The Lady Is Your Sales  
Prospect.**

**PROFESSOR: Phil Creden,  
Public Relations Director,  
Edward Hines Lumber  
Co., Chicago, Ill.**

HERE'S A LITTLE different slant on advertising. Perhaps you could call it a "human" slant:

"ADVERTISING—the art of giving the lady of the house the ammunition to get from her husband the items in your stock that she needs."

And who is this lady-prospect???? She may well be—

1. The lady who needs a new kitchen, or
2. The lady who has cracked plaster walls, or
3. The lady who needs her yard fenced in, or
4. The lady who wants more light in her home, or
5. The lady whose children need a playroom, or
6. The lady whose family needs more bedroom space, or
7. The lady who needs—wants—will wangle—whatever you give her the ammunition to buy for her home!

But, for HER, you'll have to SELL A PACKAGE DEAL.

She doesn't know—nor want to know—"Bd. ft.," "price per M.," "bundles," "squares," "rolls," "No. 2 and Btr.," "SS glass," "KD YP."

The lady wants an improved home, at a firm price that she can convince her husband is reasonable and within their means.

# SUPPLY & DEMAND

**DESPITE THE GROWING** buyers' market, with softening prices and large inventories of lumber and other materials, the U. S. Departments of Commerce and Labor now forecast another record-breaking year of new construction for these United States.

According to the revised outlook estimates prepared jointly by the Federal agencies, expenditures for new construction this year should reach \$34.66 billion—to exceed last year's record by 6% or \$2 billion! The agencies predict, further, that the 1953 final dollar volume of new construction also will represent a new peak in work actually put in place, when adjustment is made for price changes.

Continued increase in construction activity is expected to result primarily from a sharp rise in commercial building, together with substantial gains in expenditures for privately-owned public utility construction, private housing, and schools and highway work.

**THIS OPTIMISTIC** forecast followed analysis by Federal economists of the seven-month record through July. New construction expenditures shot 8% past last year's seven-month total, as the July figure set a new record of \$3.3 billion. Outlays for private residential building exceeded \$1 billion for the third successive month.

But the light construction future was not so bright in July, as new non-farm dwelling starts were estimated at 96,000—7,000 less than in June, and 5,500 under last July. The seasonally-adjusted annual rate of total housing starts had dropped to 998,000, compared with 1,055,000 for July in '52.

**SALES OF LUMBER** and building materials by wholesalers during the first half of '53 were 4% greater than for the '52 six months. Helping to set this national gain were the South Central states, with sales up 7%, and the Middle Atlantic district, with a 5% gain.

Building supplies, nevertheless, were trailing most other commodities in the nation, for wholesale sales of all types reported were 6% ahead of last year. And the slump in the wholesaling of lumber and wood products was reflected in the wholesale price index.

For July the index stood at 121.2—0.2% down from June, but still 0.8% ahead of July '52. The index for all reported commodities was practically the reverse. It was up 1.3% from June, at 110.9, but 0.8% below last year's point.

**RETAIL SALES** of lumber in June were 3.2% greater than a year before, the NRLDA survey of stocks

and sales indicated. Sales were up 3.8% over the May level, but inventories had been reduced 1.8% from the May storage.

**THE SLUMP** in lumber prices, particularly in Douglas fir and other framing species, was attributed to tighter credit and to increased imports of Canadian lumber. The potential industry-wide union strike did not materialize to strengthen prices through curtailed production.

The weakness of the lumber market was reflected by the National Lumber Trade Barometer for the week ending August 15. Lumber shipments were 5.9% below production, and new orders were 8.6% less.

In the Southern pine belt, conditions were some better than nationally. For the same week, shipments were 5.3% less than production, while orders were just 2.4% less than output. For the three-year average, orders were down 8.6%, shipments were off 11.4%, and actual production was off 6.4%.

The improved lumber supply has

prompted the Federal Housing Administration, in some states, to re-invoke the requirement that all framing lumber for FHA-approved houses to be grade-marked. The FHA state director for Tennessee has put back into force Section 408 of the *Minimum Property Requirements* for his district.

This requirement states that "softwood framing lumber shall comply with American Lumber Standards and shall bear the official grade-mark and symbol of the association recognized in the trade as covering the particular species."

**TO HELP DEALERS** buy and sell more plywood, the Douglas Fir Plywood Assn. has announced another contest. This one is for jobbers' salesmen and is labeled the \$85,000 "World of Prizes." The national winner and his wife will be given a \$5,000 world-around tour by Pan-American Clipper. With production of plywood up 20% this year, the association is out to increase plywood sales by retail lumber dealers.

## New Managerial Line-Up at Randall's



**RESIGNATION** of Harold H. Hopkins as vice-president and sales manager of Randall Brothers, Inc., Atlanta, Ga., wholesalers and retailers of fuel and building materials, brought about a new line-up of management for the Building Materials Division. Hopkins has joined Westwood Lumber Sales, of Eugene, Ore., as Southern sales representative.

Principals in the new Randall line-up are seen above grouped around President Luther H. Randall Sr., checking the latest issue of *The Randall Mirror*, company building material publication. Standing from left are W. Harbut Randall, Luther Randall Jr., H. Wellborn Persons, George W. Smith Jr., Charles M. Parker, and J. Merrill Jenkins.

Persons is now executive vice-president and general manager for Randall Brothers, Inc., which he joined in 1946 after military service. A graduate of Georgia Tech, he formerly was a public accountant.

A graduate of the Babson Institute, Luther Randall Jr. is now vice-president in charge of building material sales personnel.

A University of Georgia graduate, Harbut Randall is vice-president in charge of millwork sales. George Smith is millwork production manager.

Merrill Jenkins, formerly assistant sales manager, now is manager of office sales.

Parker is manager of the wholesale department.



# WASHINGTON NEWS ☆ ☆

**A RULING** last month by Guy T. O. Hollyday, commissioner of the Federal Housing Administration, could lead to the trading in of old houses on new ones becoming almost as simple as trading automobiles.

To encourage more extensive reconditioning of trade-in houses, he announced, the FHA-insured mortgage plan had been liberalized to assist in financing repairs to older houses as well as refinancing the mortgage already covering them.

Under FHA's new rule, the builder who takes in an old house as a trade-in on a new home may get a firm commitment from FHA to insure 80% of the first \$7,000 of value plus 60% of the balance of the valuation. However, the total mortgage amount may not exceed \$10,400 and it is limited to the amount of the existing mortgage plus the cost of the proposed repairs, and minus any cash received by the builder in the trade-in transaction.

The FHA trade-in ruling followed some FHA experiments and studies of this market in six test cities. These included Washington, D. C.; Oklahoma City; New Orleans and Shreveport, La.; Hartford, Conn., and Columbus, Ohio.

Hollyday explained: "Analyses of trade-in house deals have shown that it pays to do a thorough reconditioning job on the old dwelling rather than just taking care of the bare necessities. When the trade-in house is put as nearly as possible in a new house condition, the economic value is increased. This increase may well be over and above the actual cost of the repairs and the modernization. The life of the dwelling is also extended and the character of the neighborhood improved."

**BESIDES PASSING** the omnibus housing bill, the 83rd Congress in its first session also passed a public housing measure. This limits public housing to 20,000 units this fiscal year, and they must be taken from those already contracted for; PHA cannot enter into new contracts without the consent of Congress.

New PHA Administrator Charles Slusser ordered local housing authorities to suspend activities on projects that are just in preliminary loan contract stage and to stop developments in any community where there has been an adverse public referendum on public housing.

**THE NATIONAL** Assn. of Home Builders, promoting its country-wide celebration of National Home Week beginning September 20, furnishes some momentous figures:

The 160,000,000th American recently was born.

The 8,000,000th house built since World War II will be completed about September 20.

It will push our national dwelling unit inventory to the 50,000,000 mark.

More than half of the homes in the U. S. are now occupied by owners, whereas in 1940 most occupants were renters.

Nevertheless, NAHB has warned that "builders should not start any projects for which they do not have firm (preferably written) financial commitments," due to the distressed mortgage market in which lenders are said to demand excessive discounts.

**FORMATION** of an Engineering, Design, and Research Committee by the Prefabricated Home Manufacturers Institute here is hailed as the first step in establishing a long-range research program in behalf of home prefabrication. The results are to be published in *PF—the Magazine of Prefabrication*.

**THE SUBSTANTIAL** contribution that Uncle Sam makes to state treasuries throughout the nation is reported by the Federation of Tax Administrators after studying Census Bureau data for 1952.

Last year, Federal aid constituted 17.3% of all state general revenues in the country. Federal aid varied among the several states from 10.6% in Maryland to 37.7% in Wyoming.

Here's the Federal "take" for other

Southern and Southwestern states, according to the FTA study: Alabama, 25.8%; Arkansas, 26.2%; Delaware, 12.8%; Florida, 17.9%; Georgia, 21.3%; Kansas, 20.9%; Kentucky, 24.2%; Louisiana, 21.6%; Mississippi, 24.7%; Missouri, 30.5%; North Carolina, 15.3%; Oklahoma, 24.1%; South Carolina, 16.8%; Tennessee, 19.9%; Texas, 21.0%; Virginia, 12.6%; West Virginia, 17.2%.

**THE CONTRIBUTION** of lumbering to Southern industrial strength was reported to the U. S. Senate on July 30 by Burnet R. Maybank, senior senator from South Carolina. In a speech entitled "Trees, Nature, and Men of the South," Maybank said:

"Now operating 34% of all industrial plants in the South, Southern lumber manufacturing is one of the finest examples anywhere of an industry that has, of its own initiative and foresight, made itself a healthy and growing part of our nation's economic advancement."

He pointed out that "nature and man are working hand in hand to grow more trees—and to put the trees to good use."

**THE BRAB** Institute is the official name of the Building Research Institute. The National Research Council authorize the change because it is more indicative of the close relationship with the Building Research Advisory Board. Both are NRC units.

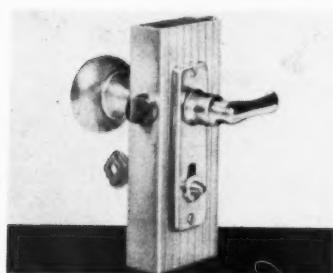


"Well, Mr. Putitoff, I'm glad to see you decided to go ahead with your remodeling, after all."



# PRODUCT PARADE

## SCREEN DOOR LOCK



A new Ilco lockset for metal combination screen and storm doors provides full cylinder-lock security. Even if the outside knob is cut off with a hacksaw, the door remains locked and the spindle can not be pushed through from the outside.

No screws or rivets are used to fasten this Ilco lock knob; it is retained by an internal spindle key. The lock is installed quickly with a metal template that can be used repeatedly.

The installation kit also includes a No. 41 drill,  $\frac{5}{8}$ " hole saw, and  $\frac{7}{8}$ " hole saw.

**Write for 356. Use coupon below.**

## SPRING SASH BALANCE

Appealing to the do-it-yourself market, the Pullman Lifetime unit sash balance is quickly installed with only a hammer and screwdriver.

It permits home-owners to replace worn or broken sash cords and chains in double-hung windows with ease.

Each Pullman balance takes the place of one sash weight, operating on the true proper balance principle. Tables permit the user to decide quickly which balance model fits sash of various weights.

To install the balance, the workman removes the old sash pulley and replaces it with a Pullman balance. Then he fastens an adapter to the sash, hooks on the steel tape from the balance, and the window works again.

**Write for 357. Use coupon below.**

## REMOVABLE WINDOWS

The Dierks balanced and weather-stripped removable window unit is made of kiln-dried soft pine, treated with Woodlife preservative. Weather-



stripping consists of extruded aluminum running the length of the sash, with edges turned over to maintain spring tension.

To remove sash, one side of the window has a built-in floating jamb, containing coil springs and latex foam rubber running the length of the jamb. The springs and foam rubber hold the sash firmly, yet allow for free movement.

The unit is shipped complete with glazed sash and knocked-down frame. It is made in all standard modular sizes and for variable wall thicknesses.

**Write for 358. Use coupon below.**

## DOOR INSTALLATIONS

Jackstite pre-hung flush doors are installed by a new method that eliminates shimming with shingles.

Adjustable to all rough door openings, regardless of wall construction, it is claimed that the Jackstite unit can be installed in one-fifth the time usually required.

The "door side" is positioned first in the opening, plumbed and secured to the wall by nailing through the casing. Three slotted metal brackets on each side of the jamb extend back to the studding where they are nailed in place. Then, tightening of a single screw through each bracket prevents further movement of the jamb.

The other side of the casing is fitted with metal strips that slide

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September, 1953

Gentlemen:

Please send more details of the new products indicated.

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Circle numbers below. Bulletins and catalogs will be mailed promptly.

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376	377	378	379	380
381	382	383	384	385
386	387	388	389	390
391	392	393	394	395
396	397	398	399	400
401	402	403	404	

into matching pocket members on the adjuster units. The strip is secured in place by a screw.

The manufacturer will supply metal parts and grant exclusive area franchises to qualified millwork jobbers.

**Write for 359. Use coupon page 65.**

### CIRCULATING HEAT



The Electrend is a new electric heating unit that fits between the wall studs of homes. It consists of a metal duct 7' 8" high with openings at the top and bottom, covered by grilles.

A quiet electric fan draws air that has risen to the ceiling in through the top grille. It is forced down over heating coils and out over the floor through the bottom grille. Each unit is independent of others and as many as are necessary can be supplied for a home. It is possible to heat only those rooms being used, thus saving operating costs.

Each unit is wired for standard 110-volt, 60-cycle electric supply. A thermostat regulates each unit.

**Write for 360. Use coupon page 65.**

### NEW DOOR VENEER

Wisconsin Knight flush doors now are available with birch veneer face. Birch veneer is light in color with a marked grain pattern that resembles birch, but is more pronounced in outline. These doors sell for less than those with birch veneer.

The Wisconsin Knight line now includes an economy model hollow-core "Well-Locked" style. In addition to birch veneer, the flush doors are made with gum, birch, and lauan mahogany faces.

**Write for 361. Use coupon page 65.**

### RESTORES SIDING

Shingle-Seal restores and beautifies dirty, weather-beaten asbestos siding. It provides a weatherproof and waterproof finish, so is recommended for painting, preserving, and decorating asbestos siding.

A chemical in Shingle-Seal neutralizes the acid condition caused by a chemical reaction in asbestos, that frequently causes ordinary paint to chalk and peel off. Shingle-Seal also is said to rectify the dampness caused by the porosity of such shingles.

It is made in nine colors.

**Write for 362. Use coupon page 65.**

### PORCH ENCLOSURE KIT

Appealing to the "do-it-yourself" market, R-V-Lite transparent window material is now offered in an "enclose-a-porch" kit. It retails for about \$22.50.

This kit contains enough window material, wood molding strips, and rust-proof nails to enclose three sides of an average sun porch or patio. Instructions are included. Only scissors and hammer are required.

For a larger porch area, extra rolls of R-V-Lite material can be sold. Individual rolls—24'x36"—cover about four windows or three storm windows. In the core of each roll are 63 strips of pine wood molding and 200 nails.

**Write for 363. Use coupon page 65.**

### ADJUSTABLE LEVEL

A new Lando level, stamped from heavy-gauge aluminum, can be used either as an adjustable straight-edge level or as a line level.

It may be mounted parallel or perpendicular to a board's edge for horizontal or vertical straight-edge leveling. As a line level, it aids building fences and masonry walls.

It may be rotated through guide slots without unscrewing from board so that it can be set at any desired angle or slope for such jobs as setting stair stringers or grading lawns.

**Write for 364. Use coupon page 65.**



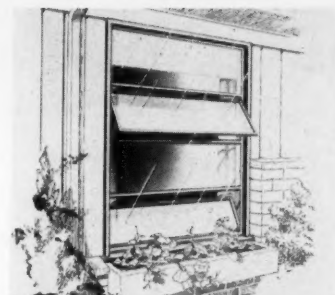
### ATTIC STAIRWAY

The Craig Fold-A-Stair attic stairway can be installed within 30 minutes after the opening is made, according to the manufacturer. Designed for good appearance, it is made of clear, kiln-dried yellow pine.

Step tread is 4 1/2", and rise is 8". The stairway features "double safe" hinges and has no overhead weights.

The rough ceiling opening required is 25 1/2" x 52".

**Write for 365. Use coupon page 65.**



### PROJECTED WINDOWS

The new Fenestra residential projected window line includes 10 types of units that project in, project out, remain fixed—or combine these features.

These Fenestra units can be left open during normal rain storms and provide draft-free ventilation.

"Inside-outside" trim speeds window installation.

**Write for 366. Use coupon page 65.**

### FAST FLOOR FINISH

Flor-Lac, a fast-drying floor sealer-finish that for months has been popular with floormen in the North and West, now is available for lumber dealers to sell in the South.

It dries in 20 minutes, according to the Baltimore makers, to form a permanent seal against damaging moisture and dirt. Flor-Lac's special beautifying qualities leave a deep, rich luster. This floor finish has a pine scent that lessens usual lacquer odors.

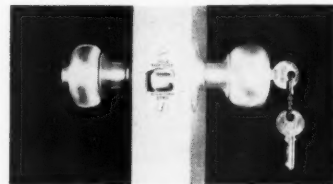
Repeated tests have proven Flor-Lac to be superior in durability to other floor finishes, the maker reports. It is also available in concentrated form.

**Write for 367. Use coupon page 65.**

### KEY-IN-KNOB LOCKSETS

A new line of Yale key-in-knob, push-button tubular locksets has been introduced and priced for mass housing markets.

Identified as the "Fairfield design," this new 5,200 series is available in solid brass in bright finish, or in solid aluminum with an anodized



finish. Packages include three factory-assembled units: the inside knob assembly, outside knob assembly, and



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It looks good in the panel . . . it looks super on the wall. That's why one sale of Superlite builds more. When your do-it-yourself customers install this all wood hardboard with its armor-plated Plastic Finish, they love it and want more.

They like the big sheets . . . 4 feet wide . . . 4 to 12 feet long. They like the easy way it handles . . . no special tools needed. They like the easy-to-follow directions. They like the professional looking job they get in a day's time. They like the way old plastered, painted and wallpapered walls disappear under new, gleaming, permanently beautiful Superlite Panels.

You can offer them a wonderful choice of 12 smart colors, including black and white. Four patterns . . . 4" tile design . . . 8" horizontal lined . . . solid color . . . or a special leather design that just "makes" a den or recreation room. There's a complete line of accessory products too . . . cement . . . mouldings . . . bead waterproofing compound.

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- idea stimulating literature
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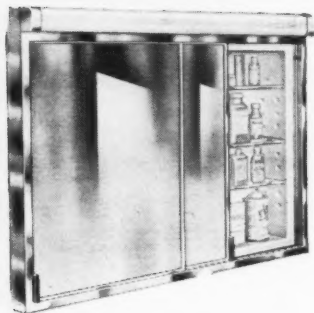
Wallboard Cement — Wallboard Polish —  
Waterproof Bead Compound — Touch-Up  
Colors — Metal and Hardboard Mouldings.



latch case assembly. Locks are reversible for right- or left-hand doors.

The line includes front and rear door locksets, patio and basement locksets, passage and closet locksets, bedroom locksets, and bathroom locksets.

**Write for 368. Use coupon page 65.**



### BATHROOM CABINET

The Slide-O-Nette bathroom cabinet is finished in white enamel. This enamel is guaranteed not to cloud, peel, or discolor due to steam or moisture.

The two 16"x20" sliding mirror doors are set in stainless steel frames. The interior contains three adjustable glass shelves. Both doors and shelves are removable for cleaning.

**Write for 369. Use coupon page 65.**

### DUCT INSULATION

Flexible Duct Liner is a new Fiberglass insulating product for the interior of air-conditioning or warm-air ducts. It has high-noise-reduction efficiency to reduce sounds that normally travel through air ducts.

It also allows the metal surface to act as a vapor barrier, preventing condensation on ducts carrying cool air through areas of high humidity. It can be installed on metal sheets before they are cut to form ducts.

After installation in ducts, the insulation is sprayed with a light coating of neoprene to prevent erosion.

**Write for 370. Use coupon page 65.**

### LOW-COST LAUNDRY

Westinghouse has introduced a budget-priced full-size automatic Laundromat washer and companion clothes dryer.

A single dial control on the Laundromat model LS-7 washer permits any washing time from one to 20 minutes. The model DS-7 clothes dryer can be set to run from five minutes to three hours, and safely dries synthetic fabrics. It automatically shuts off when the door is opened as a safety feature.

**Write for 371. Use coupon page 65.**

### LIGHTING FIXTURES

Lightolier's new Claremont collection of lighting fixtures includes 14 new designs, ranging from a dramatic "Star" to a sophisticated pendant, "Brandy-Shifter."

The unusual glass in these fixtures is made with thousands of microscopic glass spheres fused to a molded plate of blue-white glass at high temperature. The spheres are both translucent and refractive, breaking light into "a million dancing fragments with the opulence of champagne."

**Write for 372. Use coupon page 65.**

### LAMP, MAIL BOX POSTS

Miami solid California redwood posts for mail boxes, or for decorative yard lamps, are turned on lathes and hand finished by skilled craftsmen. Guaranteed for a lifetime, they may be varnished or painted. The lower 24" of the post is treated with invisible wood preserver.

The lamp post is 8' high by 4"x4" thick, with wiring space provided through the center. The posts are made in colonial or modern designs.

They are offered with a choice of ladder rests or 15" house number or name arm.

**Write for 373. Use coupon page 65.**

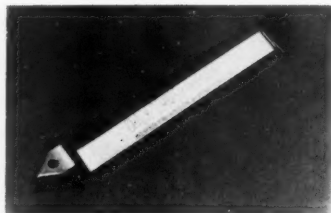
### DRIES PLASTER, PAINT

The new Arid-Zone dehumidifier quickly dries plaster and paint on construction jobs.

The completely automatic unit can be left over night to finish the drying job. It condenses the excess moisture from air drawn over its cooling coil and the condensate drips harmlessly into a porcelain water container. It condenses up to 12 quarts of moisture every 24 hours.

Easily portable, it weighs 55 pounds and is 18" high.

**Write for 374. Use coupon page 65.**



### CRACK SCRAPER

The Hook crack scraper cuts plaster easily and is ideal for making V-shaped or dovetailed cuts in plaster cracks, for either ceiling or wall work.

Each cutter has three points, and extra cutters are available. This in-

expensive tool appeals especially to the do-it-yourself market, permitting a neater job by home handymen.

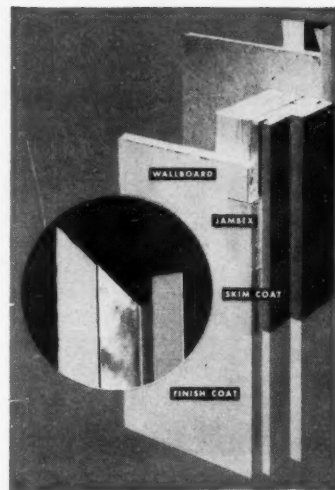
**Write for 375. Use coupon page 65.**

### CONCEALED TOILET PAPER

As a distinctive touch to modern bathrooms, Hall-Mack offers a toilet paper holder with a chromium cover. Roll end attachments are concealed in the wall.

The holder has a die-cast, chromium-plated recessed shell and solid brass, chromium-plated revolving hood. It fits a wall opening of 5 1/8"x5 1/8"x3". It is quickly installed with screws.

**Write for 376. Use coupon page 65.**



### NEW JAMB SYSTEM

JambeX is a new jamb system that permits wallboard to be keyed into the door and window jambs, making them integral parts of the wall with full rigidity and strength.

The wood jamb is edge-slotted 3/4" deep, with clearance allowed for butts and striker plant. Joint cement is applied to both sides of the short paper-type wing. Excess cement is forced out and skim and finish coats are applied.

**Write for 377. Use coupon page 65.**

### HOLE DIGGER

The Super Hole-A-Matic self-powered portable hole digging and tunneling machine is said to permit builders to do a job in half the time.

This tool digs at any angle, from 4" - 8" in diameter, up to 6' deep with a shaft extension. For pipe installations, it will tunnel up to 12'.

The power unit has grease-sealed ball bearings and extra-heavy windings for long wear. It is used on a 115-volt DC or AC power source.

**Write for 378. Use coupon page 65.**



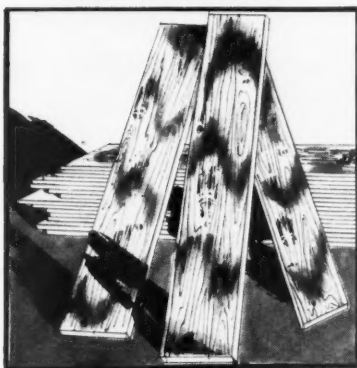
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**EXTRA DURABLE  
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Your best buy in wood today got that way with the help of nature in growing a new, better, different species of spruce—growing it in a location perfectly suited for producing a clear, fine-grained wood so versatile in use. The men in our mills then perfected new methods of milling, kiln-drying and planing to bring you a uniformly fine product.

The versatility of this great wood makes it ideally suited for use in building exteriors, interiors, cabinet or furniture work. It's not just air-dried, it's scientifically kiln-dried, using controlled methods of pre-steaming to insure constant quality. It's stronger, yet lighter in weight. It's handsome as a wood can be and it's marvelously easy to work.

Spruce is grown throughout the North American forests yet it is not generally known that there are three main species. Engelmann Spruce is found in seven western states, yet only in North Idaho do you find conditions ideal for growing this different spruce. It's the best you can buy, so always insist on NORTH IDAHO Engelmann Spruce—specify it by name to insure your customers' complete satisfaction. Ask your wholesaler about it today, or . . .

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THOMPSON FALLS LUMBER CO.  
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# Hal's HUNCHES

New items dealers may find  
profitable to sell - - or use

**SHOWER DOOR PANELS** of Alsynite fiber glass are now available for use on standard bathtubs. This "series 300" flat, extra-rigid panel comes in several stock sizes to fit various size tubs and showers. It is said to be fire-resistant, shatterproof, and not to craze, warp, rot, or mildew. It comes in five pastel colors.

Write for 379. Use coupon page 65.

**HOME AIR-CONDITIONER.** Bryant Heater's new Command-Aire twin units provide low-cost heating and air-conditioning for homes. Operating with either gas- or oil-burning heating equipment, the units may be

installed together or separately. Separate blower systems assure proper air delivery and dehumidification.

Write for 380. Use coupon page 65.

**INTERIOR LATEX PAINT.** Glidden Professional Ultra Flat latex-base paint can be sprayed, brushed, or rolled on and dries in about half an hour. One coat is said to be sufficient. It is said to eliminate "flashing," with no change in appearance of the painted surface despite changes in the wall materials.

Write for 381. Use coupon page 65.

**WIDER-STAPLE HAMMER.** Bostitch now makes a new stapling hammer that drives a staple of .102"x .030" wire, with  $\frac{3}{8}$ " leg length, twice the width of staples driven by most other medium-duty staplers. One hand and one blow are said to drive the staple all the way home, even into hard woods.

Write for 382. Use coupon page 65.

**KITCHEN PAN RACK.** The K-Venience disappearing pan rack No.

690 fastens easily on the under side of cupboard shelves and slides forward on a ball-bearing carrier to put each pan within easy reach. Finished in bright chrome, the unit is 20" long and 2 $\frac{1}{2}$ " wide.

Write for 383. Use coupon page 65.

**DRILL CONVERTER.** The Goodmark  $\frac{1}{2}$ " chuck with a  $\frac{1}{4}$ " adapter converts a  $\frac{1}{4}$ " drill into a full  $\frac{1}{2}$ "-capacity electric drill. The adapter is thrust into the  $\frac{1}{4}$ " chuck and tightened. It can also be used on hand or electric drills in  $\frac{5}{16}$ " or  $\frac{3}{8}$ " sizes and on flexible shafts.

Write for 384. Use coupon page 65.

**STRIATED TILE DESIGN.** The Paneltile line of plastic wall tile now includes a striated design. The 9"x9" tiles are made in 11 colors and feature a "sure-grip" diamond back. They are said to withstand heat and not to rust, rot, warp, or swell.

Write for 385. Use coupon page 65.

**ACOUSTICAL TILE.** Full Random is a new perforation design in Arm-

DO YOU WANT more information on any of these new products? Just mail the coupon on page 65 after circling the product number shown with item.

DOORS  
HARDBOARD  
ACOUSTICAL TILE  
INSULATING BOARD PRODUCTS  
PLYWOOD, CALIFORNIA REDWOOD  
FIR AND HEMLOCK LUMBER

*rely on*



strong's Cushiontone fiber acoustical material. The perforations are non-directional. The narrow bevels with minimum border between perforations and bevel provide an almost unbroken ceiling effect.

**Write for 386. Use coupon page 65.**

**MASONRY DRILL.** A new Jet concrete and masonry drill is said to be both faster and cheaper to operate. This rotary drill is made in triple spiral-center cutting point in sizes from 3/16" to 1/2" and triple spiral core type with full slot sizes from 5/8" to 2". The Jet is used with any electric or air rotary drill motor.

**Write for 387. Use coupon page 65.**

**PLASTIC WALL TILE.** The Windsor line of plastic wall tile has been re-designed, and now has a slightly changed contour. It is made in eight colors and white. Half tiles, feature strips, and bull-nose caps are available.

**Write for 388. Use coupon page 65.**

**BLACK AND WHITE WALL TILE.** A new S and W plastic wall tile is said to be the first black marbled tile with white contrast in marble lines and scoring. Previously black raw plastic would "bleed" through as a lighter gray or tan. Trims and corners are made to match the new tile.

**Write for 396. Use coupon page 65.**

**SEPTIC TANK LIQUEFIER.** Fermex is said to eliminate trouble and expense of "seeding" a new septic tank to start initial bacteria growth. This active strain of bacteria culture is used during the second week of septic-tank use by pouring contents of a one-quart can into the toilet bowl and flushing. Fermex is used once a year thereafter.

**Write for 390. Use coupon page 65.**

**RUBBER TREAD.** Tests show that the new Rapids-Standard "Rapistan MB" demountable industrial wheel will not slip, stretch, or creep under heavy loads. The replaceable tire has a thick live-rubber tread that is bonded to a steel inner band, which can not warp.

**Write for 391. Use coupon page 65.**

**PORTABLE ELECTRIC SAW.** The new Mall saw is designed to cut heavy building timbers and out-sized lumber. The 10" blade makes straight cuts from 2.38" to 3.62" and bevel cuts from zero to 45 degrees with 2.88" maximum depth. The saw weighs 20 pounds.

**Write for 392. Use coupon page 65.**

**LARGER MAIL BOX.** The Post-All is a new mail box designed to hold today's larger magazines. It measures 7" wide, 14" long, and 3 1/2" deep. It comes in aluminum with natural satin finish, or in steel with a ham-

mer-case bronze finish. The owner's name-card fits in a space in front.

**Write for 393. Use coupon page 65.**

**TAKE-DOWN FRAMING SQUARE.** The Twix rafter and framing square is said to be the first that can be taken apart. After use for laying out carpentry work, it is taken apart and fitted into a carrying case. It is calibrated with etched markings and baked-in white lettering.

**Write for 394. Use coupon page 65.**

**WASTE DISPOSER.** The Universal-Rundle food-waste disposer features a new grinding principle that assures quiet operation. The waste material is ground away from the bottom, instead of the sides, so that it remains relatively stationary, without the usual high-speed whirling. It is said to dispose of a pound of waste in 30 seconds.

**Write for 395. Use coupon page 65.**

**RADIAL SAW BLADES.** New Delta low-cost, carbide-tipped radial saw blades are said to serve 25 to 100 times longer without resharpening. They are especially recommended for reworking grit-covered concrete forms and other operations on abrasive materials that quickly dull standard blades.

**Write for 396. Use coupon page 65.**

**JOINT CEMENT.** A new Tamms joint cement comes in paste form

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## FOREST PRODUCTS OF INTEGRITY

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ready to use, without mixing. It has a latex silicon base. Used on any interior surface, painted or unpainted, or for patching large cracks in walls, it dries smooth and firm with a tough, tensile strength.

**Write for 397. Use coupon page 65.**

**LEVELING DEVICE.** The Levelall, a new tool for determining levelness of stakes, uprights, and concrete forms, consists of a 50' clear plastic tube filled with a special red liquid called Level-Flo, which finds its own level. Typical uses are to place stakes at level points and to make a level line on concrete forms before pouring.

**Write for 398. Use coupon page 65.**

**PORTABLE PUMP.** The Hypro portable pump for industrial, farm, marine, and home use, has a special vacuum switch to guard against "burn out" when the liquid supply runs dry. Weighing only 27 pounds, it has a hinged carrying handle. Its capacity is up to five gallons per minute with pressures up to 30 pounds.

**Write for 399. Use coupon page 65.**

**PORTABLE ELECTRIC RADIATOR.** The Conco portable electric radiator line includes three new sizes, 5-, 8-, and 10-section models. They are made in gray or green. Warm-up time is only five minutes.

**Write for 400. Use coupon page 65.**

**MASONRY SEALER.** Rayseal is a new invisible waterproof sealer that will not discolor or change the finish of masonry finishes. It is a high-solid silicone product thinned with a solvent that evaporates. On interior and basement walls, Rayseal prevents dampness, mildew, and staining. One application is enough.

**Write for 401. Use coupon page 65.**

**PORTABLE SAW.** The Skil model 698 big capacity saw weighs 14½ pounds. It cuts 2" dressed lumber at 45 degrees and cross-cuts 3" dressed lumber. It features a universal motor, ball and needle roller bearings, automatic telescoping blade guard, built-in rip fence.

**Write for 402. Use coupon page 65.**

**SANDING SEALER.** The Platon sanding sealer is said to fill open cells of wood so that when wood is re-sanded lightly, it has a uniformly dense surface. It is used on all common woods and plywood, except such open-grain woods as oak.

**Write for 403. Use coupon page 65.**

**DEHUMIDIFIER.** The Viking Arid-Zone dehumidifier removes up to three gallons of moisture daily from the air. Measuring 15½" deep by 17½" high and 14½" wide, it fits into out-of-the-way places. When the 10-quart capacity is reached, the "safety-lite" switches on. A "float switch" protects against drain stoppage.

**Write for 404. Use coupon page 65.**

# Silent Salesmen

## SIDING SAMPLER

To help the salesman demonstrate the beauty and appeal of Color-Sealed Careystone asbestos siding at a prospect's home, the manufacturer has developed a roll of heavy-duty paper with the exact appearance of the siding.

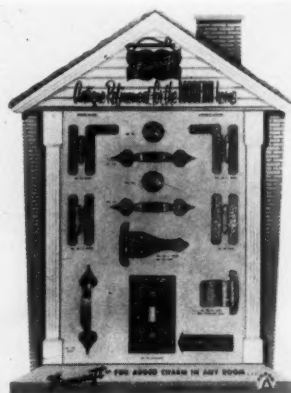
The salesman unrolls the siding sampler and places it on the house for the prospect to see. The demonstrator comes in all colors and textured wood-grain effect of Careystone.

**Contact:** The Philip Carey Manufacturing Co., Lockland, Cincinnati 15, Ohio.

## SHOWS OFF HARDWARE

A conspicuous counter or window display, cut out in the shape of a house, holds pieces of the new Forgecraft cabinet hardware line.

The full-color display is offered



free with an initial order of Forgecraft hardware. The line is made in antique copper and forge black. Antique brass and Swedish iron also will be available. Even matching switchplates are available to go with the hardware.

**Contact:** Akron Hardware Manufacturing Corp., Woodside, N. Y.

## TAPE RULE DISPLAY

A new red and black panel molded from high-impact styrene forms an attractive point-of-purchase display

panel for Carlson steel tape rules.

Designated No. 53, the display shows six rules and two types of white blades. An appealing feature is that no saleable merchandise is tied up in the display, yet the rules have an authentic appearance.

**Contact:** Carlson and Sullivan, Inc., Monrovia, Calif.



## ROLLER "DEPARTMENT"

Especially suitable for showrooms with limited space, the new Double Roller Merchandiser holds a complete line of E Z Paint rollers. Placed near a door or sales counter, it sells rollers as an "impulse" item.

This sturdy wire rack displays accessories as well as rollers of various sizes.

**Contact:** E Z Paint Corp., 4051 South Iowa Avenue, Milwaukee 7, Wis.

## RANCH-STYLE HOMES

A new home-plan book, for dealers' planning centers and literature racks, contains 120 home designs to please modern homemakers.

"Ranch and Country Homes" sells for \$2.00, but is offered to dealers for 85 cents to 59 cents in quantities of 10 or more. For a moderate fee, four sets of working drawings and two sets of outline specifications are offered for each design. Complete plans for a double garage are included with each order.

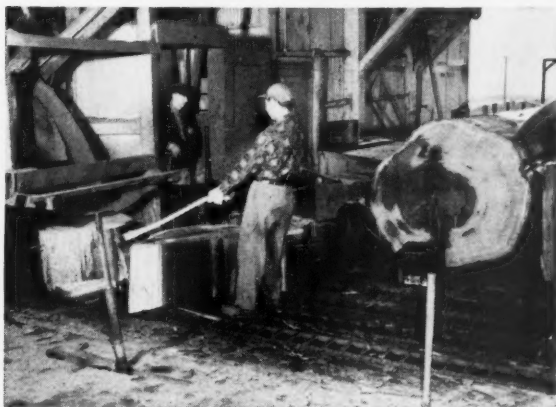
**Contact:** Southern California Building Permit Service, 5762 West Pico Blvd., Los Angeles 19, Calif.



# What makes a good CEDAR SHAKE?

It takes good timber, good men and *extra time* to make a cedar shake of outstanding quality. DriHome Shakes are the equal of any on the market today because we *take time* to combine our vast resources of virgin cedar timber and the skills of our experienced personnel to make them so.

Forty years of experience in the production of shingles, from forest to finished product, stand behind the quality of DriHome Shakes.



**1 CONTROL OF LOG SUPPLY**—Located in the moist coastal region of British Columbia, the timber tracts of Canadian Forest Products Limited comprise some of the most magnificent stands of Western Red Cedar extant. A constant supply for DriHome Shakes.



**2 ACCURATE SQUARING**—The machine pictured above squares the edges and trims the butt of each DriHome Shake, thus ensuring that the sides are parallel to each other and vertical to the butt. This precision squaring is important in speeding application and ensuring a tight fit.



**3 QUALITY COLOR COATING**—All ingredients used in coloring DriHome Shakes are of the highest quality. A linseed oil base is used and each shake is individually dipped, resulting in the same heavy coating on each side.



**4 UNHURRIED DRYING**—Individual drying is one of the most important factors contributing to the quality of DriHome Shakes. The shakes are dried for over an hour and a half.

## What makes cedar shakes PROFITABLE for dealers?

To the lumber dealer, cedar shakes can be an outstanding profit item if the quality of cedar and the excellence of color coverage give complete customer satisfaction. We will be glad to refer you to dealers and builders in your community who can attest to the exceptional quality of DriHome Shakes. Samples and literature are yours for the asking. We believe you'll find it well worth your while to compare DriHome Shakes with any other in the market.



**CANADIAN FOREST PRODUCTS LIMITED**  
HUNTING-MERRITT SHINGLE DIVISION, VANCOUVER, B. C.

# ANNOUNCING...

# UPSON All Weather PANELS

## A NEW KIND OF LAMINATED FIBRE PANEL UNEQUALLED FOR SIDING, SHEATHING AND INTERIORS OF SERVICE BUILDINGS

**Waterproofed.** Upson All Weather Panels are waterproofed through every fibre. Official tests show water absorption, LLLF-321 B- 2.4% by volume. Toxic treated to resist mold, fungi, termites.

**Strong.** Upson All Weather Panels' 6-ply laminated construction adds structural stability, enables them to resist exceptional shock and strain.

**Thick.** Upson All Weather Panels are  $\frac{3}{8}$ -in. thick for heavy duty use, greater insulation value.

**Store Them Outside.** Upson All Weather Panels can be exposed to the roughest weather without damage.

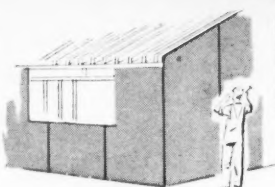
**Easy to Apply.** Upson All Weather Panels are applied direct to framing. Left natural or painted.

**Seven Sizes.** 4-ft. wide x 8, 10, 12-ft. long; 8-ft. wide x 12, 14, 16, 18-ft. long.

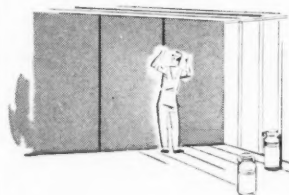
*... for complete details mail the coupon ...*

THE UPSON COMPANY, 979 UPSON POINT, LOCKPORT, N. Y.  
Please send me booklet and information on Upson All Weather Panels.

Name \_\_\_\_\_ Firm \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
Name of Jobber \_\_\_\_\_  
Jobber's Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



for  
exterior  
siding and  
sheathing



for  
service  
building  
interiors

**FARM USES:** brooder houses • tool sheds • storage bins • utility rooms • grain bins • live-stock shelters • dairy barns • machinery sheds • milk houses • garages

**FACTORY USES:** gatehouses • watchmen's sheds • storage buildings • garages • utility buildings • construction sheds • loading platform shelters • tool cribs

**HOME USES:** garages • playhouses • utility sheds • plus a multitude of summer cottage uses

**MANY OTHER USES:** motels • resort buildings • roadside stands • carnival buildings • exhibits • signs • summer camps • construction companies • wherever rugged duty is required



# R<sub>y</sub>

## for a successful HOO-HOO concatenation

By JOHN DOLCATER  
Supreme Scrivenoter

**ANY GATHERING** of Hoo - Hoo members may decide to hold a concatenation for the purpose of accepting and initiating new members of the International Concatenated Order of Hoo-Hoo, the lumbermen's fraternity. This may be a Hoo-Hoo Club, a state or national lumber or Hoo-Hoo gathering. The vicegerent snark (in effect, the local representative or assistant of the national officer, supreme snark) is in complete charge.

The vicegerent snark selects the date — at least 30 days hence to insure ample time to work out all details.

The vicegerent snark then applies to the International secretary for authority to hold the concatenation. Upon receipt of written authority, plans may be made to proceed.

The vicegerent snark then appoints committees of members in good standing, as follows: Degree Team, Entertainment, Finance, Membership, Invitation, Registration, and

**ALONG WITH** the right men, a dignified setting and formal clothes contribute greatly to the success of a Hoo-Hoo initiation ceremony for lumbermen. The team that served in the concatenation held at Miami Beach last April in connection with the convention of Florida lumber dealers is pictured above. Appraising the order at the "mike" is John H. Dolcater, of Tampa, the international supreme scrivenoter.

Comprising the seated degree team, left to right, are W. H. Peoples (behind Dolcater), Walter R. Cameron, William S. Wightman Jr., William A. Brady, Jack V. Lewis, Arthur A. Hood, Tom Bailey, Jerry Waite, Forrest H. Lee Jr., and Harley Poore. The men are all members of the Miami Hoo-Hoo Club, except Hood, who served as visiting officer. He is editor of *American Lumberman*.

Publicity. The functions for these are as follows:

**Degree Team**—Snark of the degree team takes charge. Eight other members are required to complete the degree team. The snark provides each member with copy of the ritual. Members should be chosen who speak clearly and audibly. Snark arranges for all necessary paraphernalia, including robes, hats, and other incidentals pertinent to the ceremony. Unless the degree team is thoroughly experienced, at least two rehearsals of the ceremony should be held prior to the day of the concatenation. The vicegerent snark invites a Hoo-Hoo dignitary to serve as visiting officer, as provided in the ritual.

**Entertainment**—two or more members. This committee is charged with the selection of quarters suitable to accommodate the number to be in attendance, according to prescription in the ritual. This committee is charged with arranging for any refreshments, food, etc., including any special features of entertainment.

**Finance**—two or more members. Concatenation may be held on a pay-as-you-go basis for the older members (\$5.00 per head should be maximum amount required to cover all costs). The initiates are guests and must not be asked to bear any portion of the expense. Experience has proved that a more satisfactory method of financing the concatenation is to arrange to make the affair

free to members and Kittens alike, in order to further the spirit of fellowship as well as insure a good turnout.

In some instances, the clubs finance concatenations from funds within their treasuries, in which case the Finance Committee is not required to function. It may be decided to ask several firms to share the expenses, and in that event the Finance Committee obtains the necessary funds after ascertaining from the Entertainment Committee the amounts required. The Finance Committee pays all bills, keeps records of collections and expenditures, remits any unused funds to the club treasury, or refunds prorata to firms according to the circumstances.

**Membership**—at least three members. This committee is charged with securing qualified applicants for new membership and any old members who may have allowed their memberships to lapse. This committee also builds up enthusiasm among the old members to insure a good turnout.

All applications must be approved by the vicegerent snark prior to the concatenation, so it is important that the Membership Committee be thoroughly versed in the rules of eligibility for membership, and guide their actions accordingly.

**Invitation**—two or more members. This committee prepares and sends out, at least ten days prior to the concatenation, to all members and



initiates a written invitation to attend, including all pertinent details. Return acceptance cards may be employed if desired. The Invitation Committee assists Membership Committee in follow-up with telephone calls to members and initiates on day of concatenation so that last-minute check may be made on those to be in attendance.

**Registration**—four or six members, two per table. This committee functions at concatenation from tables set up at entrance to lodge hall. One table is required for initiates. Initiates must register. Registrants keep records of each Kitten in attendance, make final check that each application is in order. Each initiate is tagged for identification. When the registration closes, all applications and check-list of initiates in attendance are turned over to scrivener immediately prior to beginning of the ceremony.

One or two tables are required for **Cats**, depending on number of members in attendance. Each Cat must register and present his credentials. No Cat is permitted to attend a concatenation unless he is a member in good standing. Registrants tag members and keep record of all Cats in attendance, including their Hoo-Hoo numbers. Upon completion, this record is handed to scrivener for proper recording later.

**Publicity**—one or more members. This committee is charged with arranging for any necessary signs to be posted, also before and after publicity with trade journals and newspapers. Also provides for photographer for pictures before and after the ceremony.

The vicegerent snark supervises and coordinates the actions of all committees. The vicegerent snark completes all records and submits same to the International secretary for processing.

In general, it works out better to hold the ceremony first, and the entertainment later. Ceremony should be planned to last no longer than 75 minutes. At the close of the ceremony, all members join in good fellowship in the promotion of health, happiness and long life, as well as furthering the interests of the lumber industry.

## Hoo-Hoo in Charlotte

The Charlotte Hoo-Hoo Club was formed at a dinner meeting in that North Carolina lumber center on August 24. Donald L. Moore, Atlanta vicegerent snark, and Tom Wait, Tampa Hoo-Hoo leader, helped 10 Cats to initiate 11 new members and to organize the new club in jurisdiction IX.

The Charlotte club's officers are Robert B. McClure, president; Joe Gall, vice-president; Lewis Mack, secretary, and W. G. (Bill) Hutcherson Jr., treasurer.

# HOO-HOO LOG

**HOUSTON, TEX.:** William A. Russell has been appointed chairman of the committee for planning the International Hoo-Hoo convention to be held at the Shamrock Hotel here in September, 1954. He was appointed by Sig Sigur, president of Hoo-Hoo Club No. 23, the local chapter who will be hosts to the fraternity conclave. Sigur appointed E. B. (Ebie) Meroney as co-chairman.

**MIAMI, FLA.:** The Cats from Club 42 gathered at the Miami Shores Country Club last month for dinner, fellowship, and election of new officers. These include Charles Martin, vicegerent snark; W. H. Peeples, president; W. R. Cameron, vice-president; G. Tom Bailey Jr., secretary; Gerald Waite, treasurer, and Fred Grooms, sergeant-at-arms. President Peeples was chosen as a delegate to the forthcoming international convention at Minneapolis.

**ST. PETERSBURG, FLA.:** The St. Pete Cats will install their new officers at a banquet-dance to be held Hoo-Hoo Day, September 9. Thomas J. LeDuc is new president; Joseph E. Fernandez, vice-president; James A. Reber, secretary, and Lorin B. Smith, treasurer.

**KANSAS CITY, MO.:** Kansas City

Cats held their annual party for the children at Mercy hospital recently. The club provided entertainment, ice cream, cookies, and soda pop for the youngsters on the hospital roof.

**TAMPA, FLA.:** Del Valle Brothers, Inc., and Winter Brothers provided refreshments for the August meeting of Club 56. The 40 attending members elected Harry J. White as president; J. M. Branch Jr., vice-president; Wilber Davis Jr., secretary, and Hugo Schmidt, treasurer. Dave Kitfield, Atlanta, Ga., and William T. Dow, retiring president of the Jacksonville club, were visiting Cats.

## MODERN STORE

(From page 51)

Salesmen suggest this arrangement for kitchen cabinets and other built-in storage shelves in homes.

Edgil designed low island counters so that the customer gets full view of the displays. These are of the same composition and design as the wall shelves.

The building foundation is concrete, with a layer of asphalt, then felt, with 1½ inches of space between the foundation and floor.

The Valley warehouse, immediately to the rear of the offices, also was remodeled for greater facility in storing and handling materials.



**THREE TYPES** of glass block form an attractive panel in the front of this Decatur, Ala. store. Seeing them together simplifies a customer's choice. The exterior is sided with several types of shingles. Different style doors are used at each entrance. A large company sign on the roof guides customers to the store.





**ELITE MOTEL**  
Gainesville, Georgia  
**WALLIS SUPPLY COMPANY**  
Gainesville, Georgia  
CONTRACTOR AND DEALER

“As contractor and dealer on the Elite Motel Project, I selected Cumberland Masonry Cement because of its extremely light color.

You will note from photos that it was used both as a plaster on the inside and as a mortar on the outside brickwork. The plastering work was very satisfactory from an

economy standpoint, and due to the plasticity or workability of this mortar plastering costs were greatly reduced.”

*H. W. Wallis*

**WALLIS SUPPLY COMPANY**  
**GAINESVILLE, GEORGIA**



**Cumberland**  
PORTLAND CEMENT COMPANY  
Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

# ASSOCIATION ACTIVITIES

## "On to Las Vegas" NRLDA Dealer Slogan

Trainloads of dealers from the Carolinas and Texas are planning to join lumber dealers from throughout the U. S. at the annual meeting of the National Retail Lumber Dealers Assn. in Las Vegas, Nev., September 27-October 1.

Although primarily a meeting of the Board of Directors, all members of the federated state and regional associations are welcome to attend this meeting, Executive Vice-President H. R. Northup said.

Sunday, meetings will be held by the NRLDA and Lumber Dealers Research Council executive committees, by the managing officers of the federated associations, and by the Public Relations Committee.

Management conferences will be held Monday morning on two popular subjects: (1) how to meet a declining sales volume, and (2) employee incentives. The Nominating Committee will meet Monday and Tuesday. Tuesday meetings will be held by the NRLDA district groups and the new Merchandising Committee.

Open meetings of the board will be held Tuesday, Wednesday, and Thursday.

Suggested entertainment for delegates is a boat tour of Lake Mead and, maybe, trout fishing in this lake and in the Colorado river below its dam. Another suggested tour is of the Hoover (Boulder) Dam. Golf will be played by the addicts on the famous course of the Desert Inn Country Club.

## Special Millwork Men To Meet in Chicago

A national convention of special millwork manufacturers will be held at the Congress Hotel in Chicago, Ill., October 15-16, for the purpose of effecting a national trade association.

The need for such an organization was explored at a meeting of 36 special millwork manufacturers in Chicago last June 5. This group, with Charles A. Rinehimer, of Elgin, Ill., as chairman, is seeking delegates now for the October convention.

Among the 36 members of the national organization development committee are John Adams, H. C. Diringer, and Claude Twiellenmeier, of St. Louis, Mo.; Sam Edwards, Kansas City, Mo.; William L. Otis,

Columbia, S. C.; F. L. Lancaster, Augusta, Ga.; Joe Rowell, Atlanta, Ga.; John P. Bondurant, Athens, Ga., and John Rose, Knoxville, Tenn.

Commenting on the impending organization, O. C. Lance, executive secretary of the National Woodwork Manufacturers Assn., observed: "Actually, stock and special woodwork are partners and mutually complementary. By the same token, their trade associations should likewise be partners in a nation-wide campaign for fostering and promoting the use of quality woodwork."

## Joint Board Meeting

Directors of the roofing and sheet metal contractors associations in Georgia, Florida, and the Carolinas will meet at Daytona Beach, Fla., on September 19 for a second joint board meeting.

The success of such a meeting last year prompted a resolution that all future presidents of the three associations call similar meetings each year. The association of the state in which the meeting is held acts as hosts and makes all arrangements.

## OKLAHOMA HOME PLAN SERVICE SCORES

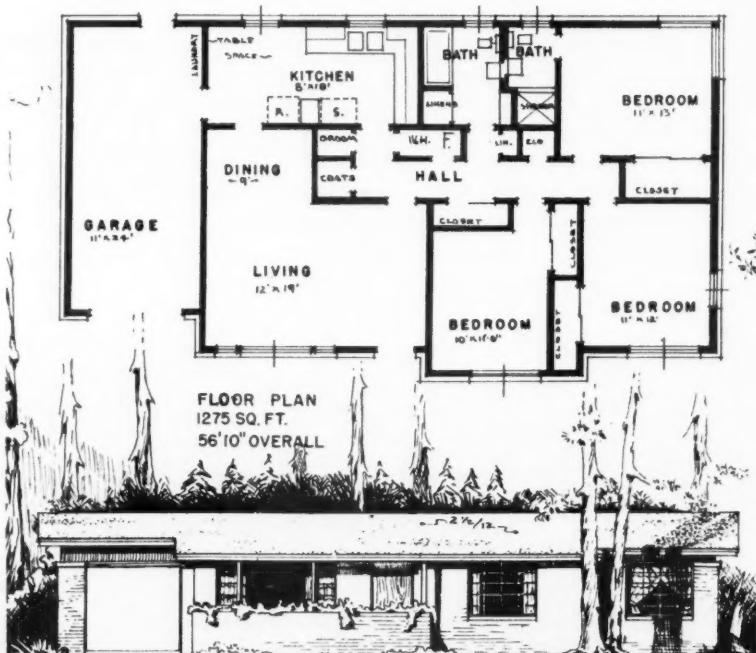
THE OKLAHOMA Lumbermen's Assn. is exploiting its "House of the Month" plans in two helpful ways for lumber dealers throughout the state. It is furnishing the plans in mat form to some 60 newspapers which publish the design each month, and it is furnishing colorful prints of the plans for inclusion in their plan books by dealers for consideration by their home-building prospects.

According to W. M. (Bill) Morgan, secretary-manager of OLA, "our House of the Month plan is now in full bloom. Last December one of

our state newspapers started publishing these plans and through July we have had over 500 inquiries from which we have sold over 150 house plans.

"We now send the house plan mat service to over 60 newspapers which have agreed to publish it. So, large and small newspapers throughout the state—in Tulsa, Bethany, Prague, and Mountain View—use our OLA plans as editorial features.

"Our interest in this plan service is great, but we are not primarily in the plan business. It is just a means



# DIXISTEEL Nails

TRADE MARK

Now come in this new



#### EASY TO OPEN

Hit with flat of hammer on all four sides and perforations will break quickly and clean.



#### EASY TO EMPTY

Now you can pour nails out of their container like salt, as many or few at a time as you want.



#### EASY TO CLOSE

Sturdy top holds its shape—slips back on without difficulty and stays put.



#### EASY TO IDENTIFY

Side-marking of contents aids identification and speeds selection and inventories.



#### EASY TO HANDLE

Individual carton easy to pick up. Easy to palletize and move with fork lift truck or dolly.



**SAVES ON FREIGHT**  
Dixisteel Nail Caddys weigh 3 to 4 pounds less than wooden kegs... reduce freight costs.



## Nail Caddy

**SAVES UP TO  
25%  
WAREHOUSE  
SPACE**

Because it's square it takes up less valuable storage space than kegs—palletizes perfectly and stacks in neat, straight columns.

- Strong
- Durable
- Weather-proof
- Colorful

Here's the best thing that's happened to nails since the first wire nails were made 100 years ago. It's the new fiberboard Dixisteel Nail carton—International Paper Company's brand new *Nail Caddy*—which has replaced old-fashioned wooden kegs.

Check the Dixisteel *Nail Caddy's* advantages and you'll see why wholesalers, retailers, and users alike welcome this great new forward step in packaging.

Order from your wholesaler

**ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA**

P.O. BOX 1714

EMerson-3441

for selling building materials, which is a profitable sales tool for our members.

"We have these plans drawn each month by a draftsman. Each plan is specifically designed to meet the structural standards required by the Federal Housing Administration in Oklahoma. A set of blueprints is sold for \$7.50 plus 25 cents for mailing. Additional sets cost \$5.00 each.

"The design features and specifications are highlighted in a release that accompanies the plan mats to newspapers."

Shown on this page is the August "House of the Month" for Oklahoma lumber dealers. It is No. AA-42 and

contains 1,275 square feet of floor space. It features an attached garage and a planter box at the front.

This house has the kitchen and two baths grouped together at the rear for economy of pipelines and plumbing connections.

The three bedrooms are accessible to the baths, with considerable privacy, through the central hallway. All have generous closet space.

To persons writing in for the house plans or inquiring about this service, the Oklahoma association sends a leaflet bearing a typical plan and the OLA emblem with this message:

"Wherever you live, when you have a building or repair problem

see your local lumber dealer. If you live in Oklahoma, see the dealers who display this emblem. Lumber dealers displaying this emblem believe in Oklahoma and their communities. They are trying to build both for better living in Oklahoma."

This house plan program was started by the Oklahoma Lumbermen's Assn. in 1950.

## Three Field Men Serve Southwestern Dealers

To establish and maintain direct, personal contact with members of the Southwestern Lumbermen's Assn. throughout its four-state area of Kansas, Missouri, Arkansas, and Oklahoma, this dealer service organization has enlarged its field staff by one man and replaced John F. Miller Jr., who resigned to take a West Coast position.

The two new field men are M. E. (Gene) Sheid, whose name is pronounced Shedd, and W. B. (Bill) Ruxlow. They have been on the road almost constantly this summer along with Carl A. Moeller Jr., who joined the SWLA staff a year ago.

In announcing these appointments, Allan Flint, secretary-manager of the regional association, said that "all are relatively new in this particular type of work, but have been trained and indoctrinated to help the retailer and the building industry. They are eager to be of service. Please permit any of them to bring you up-to-date on association projects and accomplishments."



GENE SHEID was born in Duncan, Okla., in 1924 but has lived in Oklahoma City most of the time since 1931. He worked part time during high school for a local dealer and then enrolled in the University of Oklahoma in 1942. Wartime service



## Together, as always . . .

**Yesterday . . .** the more than thirty years of unceasing effort to bring you better products . . . the more than thirty years of expanding and increasing service to our dealers . . . have established a name which is our most priceless asset—**Old American**. This is our investment in the future.

**Today . . .** more lines bear the name **Old American** than ever before. Now, a complete line of highest quality asphalt and asbestos roofing and siding is available to you under one name—**Old American**.

**Tomorrow . . .** together, as always, with our customers . . . the name **Old American** will continue to advance with the times, bearing the reputation for highest quality in a complete line of asphalt and asbestos building products.

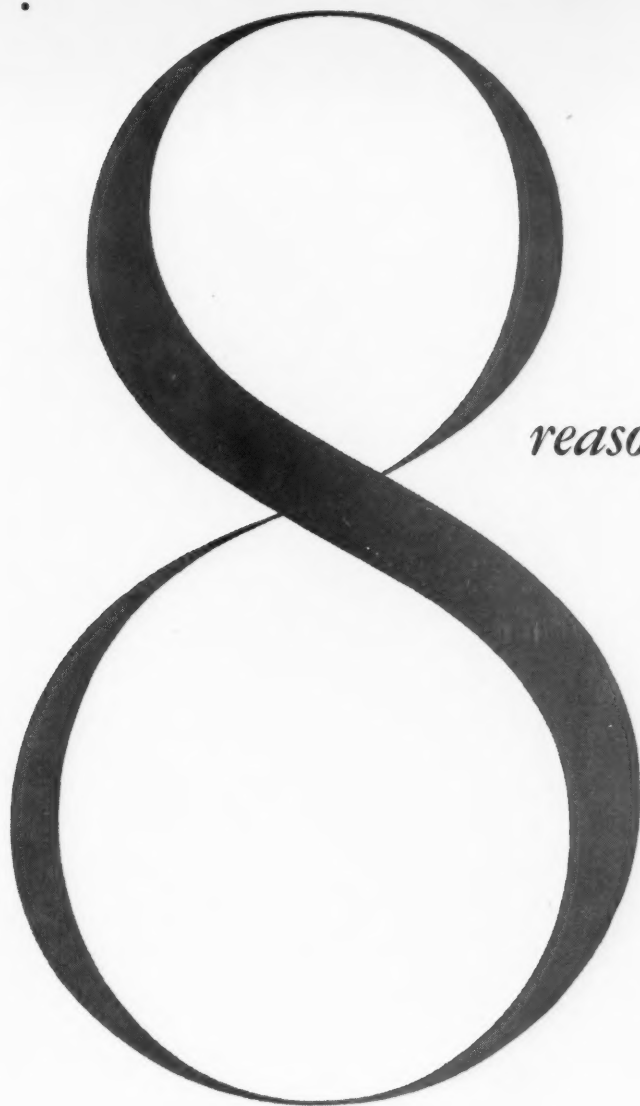
THE SIGN OF THE COMPLETE LINE



## Old American Roofing Mills

Division of The RUBEROID Co.  
7600 Truman Rd., Kansas City, Mo.  
A factory location convenient to you.





## *8 reasons why it pays to push fir plywood*

- 1. EASY TO SELL**—your sales story is built right into the product. Plywood saves time and labor. It's light, strong, easy to work. Combines real wood beauty with great structural strength.
- 2. HUNDREDS OF USES**—sell fir plywood for homes, farms, boats, fixtures and hobby projects.
- 3. FAST TURNOVER, REPEAT PROFITS**
- 4. NATIONALLY ADVERTISED**—hard-hitting fir plywood promotions aimed at home owners, architects, builders, farmers and businessmen *pre-sell* your customers.
- 5. BIGGER PROFITS**—compare your profits on fir plywood with lumber or other panels.
- 6. EASY TO HANDLE, EASY TO STOCK**
- 7. TESTED QUALITY**—registered industry trademarks are your guide, guard and assurance of dependable DFPA quality-tested fir plywood.
- 8. GRADE FOR EVERY USE**—industry trademarks help you choose the right grade for the right job—protect you *and* your customer.



◀ for most indoor building jobs



◀ economy grade for structural uses



◀ for all outdoor and marine uses

© Douglas Fir Plywood Association, Tacoma 2, Washington



**Buy Now! Help your favorite jobber salesman win a trip around the world for two and other cash prizes in the \$85,000 "WORLD of PRIZES" Sales Contest**



*Here's Proof*

that *Dura-seal* provides  
the greatest  
weatherstripping efficiency!

Send now for a free copy of "Facts On Weatherstripping"! It clearly analyzes two important weatherstrip tests, one by the University of Minnesota for the Weatherstrip Research Institute; the other by Hunt Laboratories for Zegers, Incorporated. It gives actual figures on fuel savings in various sections of the country ... compares various types of weatherstripping ... shows you why Zegers Dura-seal reduces air infiltration more than any other equipment. It's a folder that will be of interest to all ... home owners, prospective home owners, builders, sash and door jobbers, retail lumber dealers, architects and weatherstrip contractors. Write for your copy today!

Zegers Incorporated,

8098 South Chicago Ave., Chicago 17, Illinois.

# ZEGERS

*Dura-seal*

COMBINATION METAL WEATHERSTRIP • SASH BALANCE



Dura-seal's one piece jamb member has a concave back surface, providing a desirable flexibility which maintains a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

with the U. S. Air Corps in the Pacific delayed his graduation with a journalism degree until 1948. After that he worked for five years with three different Oklahoma radio stations. He and Mrs. Sheid have two children.



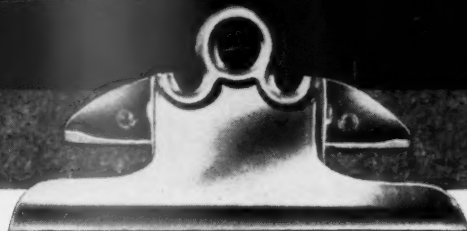
BILL RUXLOW also was born in 1924, but in Edina, Mo. He also majored in journalism—but at the University of Iowa. He did part-time reporting in Quincy, Ill., during high school, and on the Iowa paper and as a radio announcer during college. Bill has been associated with a St. Joseph, Mo., newspaper and with Dun and Bradstreet, a brokerage firm, and General Foods in Kansas City. He has contributed to several magazines. His hobby is photography. He has a one-year-old son.



CARL MOELLER has been with the Southwestern Lumbermen's Assn. as an assistant manager for one year, although he is a year

# CHECK THIS YOURSELF!

Find out why Balsam-Wool  
is the most profitable and  
easiest insulation to sell!



( ) **Exclusive lumber dealer policy.** Not one foot of Balsam-Wool is sold to anyone but lumber dealers.

( ) **Guaranteed performance.** The Balsam-Wool money-back guarantee is unique in the industry.

( ) **Product superiority**—proved by actual house tests and backed by 31 years of satisfactory field performance.

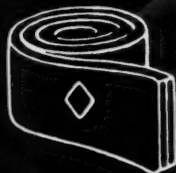
( ) **Priced competitively.** Balsam-Wool provides more insulation benefits at a fair price.

( ) **National advertising,** sales helps, dealer-contractor meetings, training meetings, and the services of thoroughly trained Wood Conversion salesmen to assist you.

**Lumber Dealers from coast to coast are making MORE sales—and MORE profits—with Balsam-Wool. Start stocking—start selling—Balsam-Wool NOW.**

**Wood Conversion Company**

Dept. 131-93, First National Bank Bldg.  
St. Paul 1, Minnesota



**Balsam-Wool\***  
Sealed Insulation

\*REG. U. S. PAT. OFF.

Balsam-Wool\*

Products of Weyerhaeuser

Nu-Wood\*



younger than Ruxlow and Sheid, Carl attended Rockhurst and junior colleges in Kansas City before completing his degree in forestry at the University of Missouri. He has been connected with the Colorado state forest service, with the R. L. Sweet Lumber Co. in Kansas City, and with the Kirby Lumber Corp. and U. S.-Mengel Plywoods, Inc., in Houston.

### Missourians Set Dates

The Mo-Kan Lumbermen's Assn. has announced October 22 as its meeting date for 1953. These regional

dealers will convene at the Hotel Robidoux in St. Joseph, Mo.

The Central Missouri Assn. of Retail Lumber Dealers will meet October 29 at the Hotel Bothwell in Sedalia.

### "Snickerpriests"

That's the name—*Snickerpriests*—of a printed bulletin that will be mailed twice a year to members of the Virginia Building Material Assn. by Secretary - Manager Harris Mitchell. Published by a Roanoke printer, it is filled with "smatterings

of philosophy, wit, and wisdom" of the Mitchell variety.

The issue sent to Virginia dealers in July plugged the 1954 state convention at Old Point Comfort. It also urged members to encourage other dealers to join and make full use of association services.

One paragraph: "Carpenters pay \$75 initiation fees and \$36 annual dues to protect their jobs. Painters, \$100 and \$42. Bricklayers, \$100 and \$48. Plasterers, \$100 and \$60. Compare these fees with the annual dues you pay your state association."

### Southerners Active on NRLDA Committees

The South and Southwest are strongly represented on the 1953 standing committees of the National Retail Lumber Dealers Assn.

Four outstanding building material dealers from the South and Southwest are serving as members of a new nine-man Merchandising Committee of the National Retail Lumber Dealers Assn.

This committee met in Washington, D. C., late in July to consider and act on two major assignments—development of the NRLDA merchandising calendar for dealers and the coordination of the advertising and promotional efforts of dealers and material manufacturers as a means of reaching the public at the same time with the same theme.

Appointed to the Merchandising Committee by NRLDA President Henry J. Munnerlyn were Maurice R. Large, Farmville, Va.; Elias W. Nuttle, Denton, Md.; Harvy E. Richards, New Braunfels, Tex.; Fred S. Stephenson, Chickasha, Okla.; Phil Creden, Chicago, Ill.; Russell Nowles, chairman, Rochester, Mich.; Thomas J. Fox, Santa Monica, Calif.; Thomas Gamble, Spokane, Wash., and Deyo W. Johnson, Ellenville, N. Y.

The NRLDA Standards Committee, which currently is busy trying to reach agreement with the several associations of lumber species manufacturers on substitution of satisfactory grade names for a variety of grade designations, is headed by Don A. Campbell, of Lebanon, Ky. This committee includes Emmett Brown, New Orleans, La., and Leslie G. Everett, Kansas City, Mo.

The NRLDA Budget Committee includes R. Needham Ball, executive vice-president of the Louisiana Building Material Dealers Assn., Baton Rouge; W. A. Barksdale, Charlottesville, Va., and Winfield B. Oldham, Dallas, Tex. W. W. Anderson, of Ogden, Utah, is chairman.

Barksdale serves as chairman of the Committee on By-Laws. It includes Lynn Boyd, of Pampa, Tex., and Don Sterner, of Belmar, N. J.

The NRLDA Committee on Education, chaired by W. C. Bell, WCLA

## MILLIONS of DIRTY STAINED ASBESTOS-SHINGLED HOMES

HAVE CREATED AN UNLIMITED MARKET YOU CAN ENJOY FOR NEW SALES SOURCES & PROFITS

WITH

# SHINGLE-SEAL

The ASBESTOS-SIDING Restorer

THAT MAKES  
OLD WEATHER  
BEATEN  
ASBESTOS  
SHINGLES  
BEAUTIFUL  
AGAIN!



Your customers will be grateful to you for making SHINGLE-SEAL available to them. For SHINGLE-SEAL restores original pride in a beautiful home as it brings back the protection and charm they enjoyed in asbestos siding. Don't overlook this vast market . . . look into it today and start making money tomorrow!

**D**EWATEX MFG. CORP.  
424 W. 42nd Street  
New York 36, N. Y.  
LO 3-6527

Dewatex Mfg. Corp. Dept. SB5-9  
424 W. 42nd Street, New York 36, N. Y.

Please send complete information on how we may enjoy new business and profit with Shingle-Seal:

Firm Name

Att.: (Full name & title)

Address

We are: (Dealers, Distributors, Contractors, etc.)

City & State



**THE FIRST  
PICTURE WINDOW  
DID PART OF  
THE JOB!**



**R·O·W HIGH-LITE GLIDING WOOD  
WINDOWS DO THE ENTIRE JOB!**

Removable R·O·W High-Lites excell in all five modern requirements — Privacy, View, plus all the fresh air wanted; Protection, Ventilation, and Space Saving.

The wise merchandiser knows that home owners today are demanding quality and good appearance. R·O·W High-Lite gliding wood windows together with the original R·O·W removable wood windows fulfill those requirements in every respect — another reason why R·O·W merchandisers make more money, faster. Ask for more details.



MANUFACTURED BY

**R·O·W DISTRIBUTORS**

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

*Rocky Mount, Virginia*

**MILLWORK PLANT: RENO, NEVADA**



**R·O·W'S . . . THE MOST POPULAR BY 2 TO 1**

SEPTEMBER, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

executive of Seattle, Wash., includes Elias Nuttle, Denton, Md.; R. L. Sweet, Kansas City, Mo., and P. J. Goodnight, Dallas, Tex.

Oertell Collins, of Savannah, Ga., represents the South on the Committee on Labor Relations. John Alexander Jr., of Aurora, Ill., is chairman.

Henry J. Munnerlyn, NRLDA president from Bennettsville, S. C., is co-chairman for NRLDA of the Manufacturer-Dealer Coordinating Committee. It includes W. B. Kennedy Jr., Oklahoma City; Elias Nuttle, Denton, Md., and John Paty, Elizabethton, Tenn. The sub-com-

mittee on product data of this joint committee coordinating manufacturer and dealer activities includes Nuttle.

Headed by Chicago's Phil Creden, the Committee on Public Relations includes Craig Ruffin, of Richmond, Va.

### Armstrong Names Texas Assn. Committees

President John Armstrong recently announced all committees for the Lumbermen's Assn. of Texas, to

serve during the 1953-54 term.

On the Nominations Committee: Chairman Warren F. Keys, John R. Armstrong, Lynn Boyd, Lionel L. Campbell, Vern Carlson, W. B. Henderson, Smith Kirby, Paul McHargue, D. G. McNair, and W. B. Oldham.

The Auditing Committee: Chairman Ed W. Taylor, W. H. Curry, and Harvey Richards.

The Resolutions Committee: Chairman F. E. Beecroft, W. B. Carssow, and S. S. Forrest.

The Convention City Committee: Chairman W. B. Henderson, Vice-Chairman J. Lee Johnson III, W. A. Bratton, Gene Klein, W. M. Lingo Jr., and Lester Palmer.

The Educational Committee: Chairman P. J. Goodnight, who serves two years; Harvey Richards, one year; Verner McCall, one year; Joe Stein, two years; Marion Pugh, three years, and I. Olshan, three years.

The Legislative Committee: Chairman E. Y. Boynton, Beecroft, Boyd, Mike Cassidy, Curry, W. S. Drake, Forrest, J. L. Foxworth, J. W. Gillett, Louis Gloor, Henderson, J. T. Hollis, Johnson, Keys, Klein, A. E. McCain, Oldham, Rhom Pennington, Richards, James W. Rockwell, Richard L. Saunders, Stein, Marion Stephens, H. L. Stokely, and W. Temple Webber.

### OLA Names Directors, Completes Program

A new director for each district of the Oklahoma Lumbermen's Assn. has been elected and will start serving this fall. These dealers were introduced at the mid-year board meeting in Oklahoma City, August 14.

The six new directors include Harper Baughman, Ponca City, I; Lewin Springer, Muskogee, II; Carroll Stafford, Madill, III; Hiram Collins, Ada, IV; V. W. Steele, Wayne, V; W. H. Hicks, Frederick, VI.

Plans for the program of the seventh annual convention and merchandising mart of the Oklahoma Lumbermen's Assn. were completed at the mid-year conference. Secretary-Manager Bill Morgan said that all exhibit space in the Municipal Auditorium had been sold.

He urged dealers to come to the convention on October 20-21, especially to see the merchandising mart, which will spotlight new uses and services of the materials sold by dealers.

Only two speakers will be presented on the convention program. John F. Austin Jr., president of the T. J. Bettes Co., Houston, Tex., will speak Tuesday, October 20, on financing light construction. The speaker on modern merchandising methods Wednesday afternoon will be Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES, regional magazine for dealers.



A skilled Dickey craftsman puts finishing touches on a Dickey curve or elbow, before it is vitrified and glazed.

### No makeshifts with Dickey Clay Pipe ...you sell a full line of fittings

Fittings can be a most profitable part of your Dickey Clay Pipe stock. You have a distinct competitive advantage here, because Dickey provides a complete line of fittings... dozens of styles such as Y's, T's, elbows, traps, increasers, reducers, etc. Your customers are never troubled by the need of using makeshift fittings. Help them to avoid hybrid sewers. Promote each sale of Dickey Clay Pipe and fittings for the entire sewer-end to end.

*If it's made of clay it's good...if it's made by Dickey it's better*

**Dickey Sanitary  
Salt-Glazed Clay Pipe  
ALWAYS IN DEMAND**

### W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,  
Kansas City, Mo., Meridian, Miss.,  
San Antonio, Tex.,  
Texarkana, Tex.-Ark.

*So much  
depends  
on the*  
"PROPER  
TOPPER"



A TOP HAT OR HOMBURG (depending on your political point of view) is a *must* when you dress for a formal affair. The proper topper makes all the difference in the world.

When you "dress" the exterior of a house with the natural beauty of wood walls, remember that a matching *wood* roof is its crowning glory. Certigrade red cedar shingles have been adding the look of quality to luxury homes since Colonial days, and they haven't been matched yet when it comes to *lasting* beauty, longer life, and trouble-free protection from weather.

Every experienced lumber dealer knows the worth of cedar!

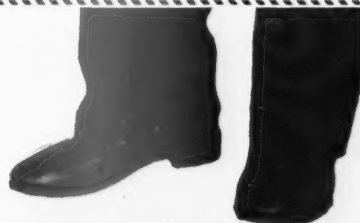
*Build better wood homes with the BEST wood roof*



## CERTIGRADE RED CEDAR SHINGLES

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington • 425 Howe Street, Vancouver 1, B. C.



## OBITUARIES

**R. M. PHILLIPS**, 67, owner of a lumber yard in Kansas City, Mo., died recently at his home in Marshall. He had managed the Daniels Lumber Co. for 30 years before buying his own yard three years ago. He is survived by two daughters and two other sons besides Hunter Phillips, who runs the Phillips Lumber Co.

**GROVER N. HARRISON**, owner of the Grover N. Harrison Lumber Co. in Meridian, Miss., died July 16

following a brief illness. He was a past president of the Southwestern Lumber Club of New Orleans. During World War II, he served as a lumber advisor to the War Production Board. He leaves a wife and two sons.

**C. D. BURLEY**, 73, a lumber dealer in San Angelo, Tex., since 1901, died July 6 following surgery. He started his career as manager of the J. F. Grant Lumber Co. and later served Smith and Robertson and the West Texas Lumber Co. He bought his own yard in 1937. His son-in-law, Murray Driver, now manages the C. D. Burley Lumber Co. Surviving are his wife and two daughters.

**DICK DINN**, 9, the son of Forrest and Mrs. Dinn of the City Lumber Co. in San Antonio, Tex., died recently of polio. Dick was well known to many Texas lumber dealers, having attended dealer meetings and Hoo-Hoo activities with his father.

**CLARENCE FULBRIGHT**, president of the Arkansas Oak Flooring Co., Pine Bluff, Ark., was killed recently when hit by a lift truck while walking through the yard. The driver was hauling a load of lumber that obstructed his vision so that he could not see Fulbright.

**SAMUEL A. McCARROLL**, 66, died of a heart attack July 6. He was manager of the Avenue K branch of the West Texas Lumber Co. in San Angelo, Tex., and had served the Cicero Smith Lumber Co. in Memphis before that. He was a past commander of the Knights Templar Commanderie. He leaves a wife and daughter.

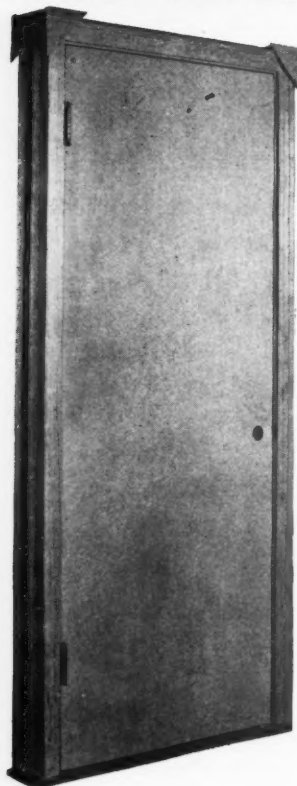
**RUSSELL BARTEL WHITE SR.**, 62, credit manager for the Lyon-Gray Lumber Co. in Dallas, Tex., died August 13. He was a member of the Dallas Wholesale Lumbermen's Assn. He leaves a wife, two sons, and his parents.

**CHARLEY SMITH**, 71, vice-president of the Grayson Millwork and Supply Co., Sherman, Tex., died August 10. He is survived by his son.

**C. C. CANADA**, 62, owner and president of the Canada Lumber Co. in Kingstree, S. C., died August 9. Before moving to Kingstree five years ago, he operated a sawmill in Lane for 32 years. He served there as a school trustee for 14 years. Survivors include his wife and son.

**HENRY J. COOPER**, 30, president of the Cooper-Scholar Lumber Co. in Greensboro, N. C., was killed August 16. He was driving home alone from a club when his car plunged down a 10-foot embankment. Cooper leaves a wife, two small daughters, and his parents.

## The Great National Game



### EQUIPMENT:

1 National Ready-Hung Door Unit, 1 rough wall opening that needs a door, 1 hammer, a dozen nails.

### PLAYING FIELD:

Any home construction job.

### PARTICIPANTS:

1 carpenter, bush-league.

### TIME LIMIT:

20 minutes (big league carpenters finish in 10).

### OBJECT OF THE GAME:

A handsome, finished job of door fitting.



# National



# Door Unit

**Dealers:** Quicker jobs for builders mean bigger sales for YOU. Don't be caught off base. Order from your jobber now, or write us for his address.

**NATIONAL WOODWORKS**  
Box 5416 Birmingham 1, Ala.

**Builders:** Here's a National Door Unit as it arrives on the job. Door is already hung on the frame, fitted for lock. (Lock furnished.) It's one package, one delivery—ready to go up on the job, ready to save you time, trouble and money.

## TEXAS

**HOUSTON:** During the last several months, Lynch Davidson and Co., one of the oldest lumber chains in Texas, sold its five remaining yards in a process of liquidation. The yard in Alvin was sold to Patco, Inc.; Luling yard, Davidson Lumber Co.; Pharr yard, leased by C. C. McCleary; Robstown yard, leased by Martin Lumber Co., and San Marcos yard, sold to J. B. Roberts. Shortly after the turn of the century, Lynch Davidson turned his chain of yards into one of the largest in Texas. In 1921 he merged the Continental Lumber Co., Mardez Lumber Co., and 24 Southland Lumber Co. yards to form Lynch Davidson and Co. Davidson also served as a state senator and as lieutenant governor. He died January 28, 1952.





# Reap a Harvest of Remodeling Dollars!

*Satin-lite*  
DECORATIVE WALL BOARD

*Grani-lite*  
DECORATIVE WALLBOARD

*Wal-lite*  
DECORATIVE WALL BOARD

do it with  
**WALLACE decorative WALLBOARD**  
**SALESMAN DISPLAY UNIT!**

Here's the powerful selling tool you need to harvest plenty of remodeling dollars! The Wallace Salesman Display Unit makes it easy for customers to see and select the Tileboard they want — enables you to sell more wall paneling jobs with high-profit Wallace Baked Finish Decorative Wallboard.

Each completely loaded unit holds 20 large-size panels (16"x20") of Grani-lite, Wal-lite, Satin-lite or Leatherboard, in your choice of eye-catching colors. Upper and lower sliding face panels form an attention-getting demonstration wall from which customers can quickly select desired color and pattern combinations. It **SAVES SELLING TIME**.

This modern merchandising fixture is available (at a fraction of its cost) fully loaded with 20"x16" samples of Wallace Decorative Wallboard. New, colorful dealer literature and newspaper mats, also obtainable, may be used to plant ideas in customers' minds — ideas that the Wallace Salesman Display Unit helps you harvest in the form of remodeling dollars. Ask your Wallace jobber or write direct to the factory for full information.

*Ideal for show room or window.*



Member  
Prefinished Wall Panel  
Council

**Wallace MANUFACTURING CO.**

10th and Fayette

North Kansas City, Mo.

## SELL 'EM STONE

(From page 53)

little advice, many home-owners can successfully put down a floor or walk, since there is little fitting involved. Such a floor makes an ideal manner of separating a dining area from a living-room area. The stone for the dining room can be laid over most existing floors and the slight rise gives it even more distinction.

A display of stone, with an ad-

vertising placard that stresses low cost for certain additions and trim, has turned stone into an "impulse sales" item for some progressive lumber retailers.

With this angle in mind, a manufacturer of Vermont slate has developed a package of cut stone suitable for a number of decorative uses. It comes in two sizes—containing pieces that cover 10 or 25 square feet. The pieces are red, purple, green, and green and purple slate, ranging in size from 2½ by 5½ inches to 5½ by 11½ inches, with other sizes of squares

and rectangles in between. A laying plan is included, plus instructions for applying in mortar, so that a handyman can easily install the package in his spare time.

This do-it-yourself package, displayed on sales floors with literature and suggested uses, already is appealing to the "drop in" trade—especially women. The dealer's gross profit on a 25-square-foot package is about \$7, and sand, cement, and small masonry tools are natural tie-in sales items. These packages are finding their way into gardens, patios, porches, and various parts of the house—even bathroom floors and tops for kitchen workspace and built-in tables.

In addition to sales floor displays, the home-owner should be informed periodically of stone uses through newspaper, radio, and direct-mail advertising. Always stress price for small amounts of stone, as there is much resistance to be overcome concerning stone's "high price."

**The majority** of building supply dealers have space and capital to stock only one or two types of stone—usually the lowest-priced popular variety in their section of the country.

One of the most popular types in the South is Tennessee quartzite, better known as crab orchard stone. In areas where this has been used so extensively that the public wants more variety, North Carolina bluestone is a good stone to stock. It sells for a little less but costs slightly more to lay, so that the final price is about the same.

In some parts of the South and Southwest, Colorado and Arizona stones are popular. Like crab orchard, they feature shadings of buff, pink, and white.

Alabama limestone, with shadings of buff and tan, is so similar in appearance to the high-quality, long-popular Indiana limestone that most laymen can not tell the difference.

In communities where there is no stone outlet, an enterprising building supply dealer can stock and supply stone to other dealers, while selling more to his own retail patrons.

**FINISHING FLOORS.** The Maple Flooring Manufacturers Assn., 35 East Wacker Drive, Chicago 1, Ill., has revised its list of approved floor finishing products. All products on this free list have been examined under new specifications. Write for "Finishing Northern Hard Maple the MFMA Way."

# That modern touch

## RESOLITE

Shade from the sun, but with bright daylight inside—that's why Resolite translucent structural panels are bringing the modern home closer to the outdoors. Resolite is better for skylighting because it filters out much of the heat, gives a soft, restful daylighted interior, as in this weather-tight, Resolite-roofed patio of a Florida residence.



Resolite is a rugged structural sheet of Fiberglass-reinforced resin plastic, flat or corrugated for added structural strength. The material is unaffected by weather extremes of heat, cold or moisture. It will not rust, oxidize, mildew or rot. It is simple to apply with screws or nails and with ordinary tools and skill; it is easily adapted to roof, wall or partition.

A wide variety of color and corrugation patterns lends Resolite easily to endless possibilities in interior or exterior decoration.



Beautifying the interior or exterior by either reflected or transmitted light, Resolite panels are ideal for decorative and utility partitions, with a selection of color for any motif. The effect of length and height is enhanced by utilizing the corrugation patterns.

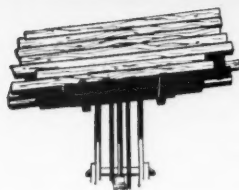
For complete information, and name of nearest distributor, write Dept. A-1

**RESOLITE** Corporation  
ZELIENOPLE, PA.



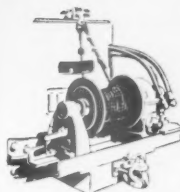
# any handling job in your yard costs less with **ROSS** SERIES 10 AND THESE ATTACHMENTS!

Few fork trucks will give you such cost-cutting performance the year around as Series 10. The Ross balanced-weight principle and big pneumatic tires enable Series 10 to keep operations clicking smoothly . . . rain or shine, summer or winter. Series 10 is full-hydraulic, gasoline powered. Three models . . . 8,000 lbs., 10,000 lbs. and 12,000 lbs. With Series 10 and these engineered-to-the-truck attachments you can handle practically any job in your yard . . . at a big saving.



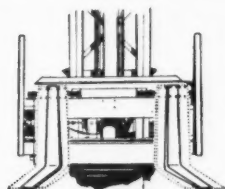
## POWER SLOPE PILER

Piles lumber on an angle to shed water and minimize degrading of lumber. Powered by double-acting hydraulic cylinder. Controlled from driver's seat.



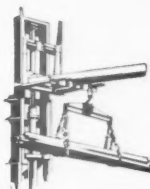
## HYDRAULIC WINCH

Enables fork truck to pull dry kilns, spot cars, skid heavy loads. Mounts on counterweight. Controlled from driver's seat. Line pulls to 6000 lbs. available. Furnished without cable.



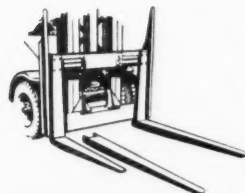
## TRAVERSE CARRIAGE

With a minimum of maneuvering, truck driver can place loads flush with other loads and walls. Saves time, permits full utilization of storage space. Hydraulic-powered. Forks individually adjustable for spacing.



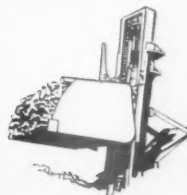
## BOOMS

Permit fork truck to unload open-top cars and trucks, handle bulky, awkward items that cannot be handled with regular forks. Three types available. Quickly interchangeable with regular forks.



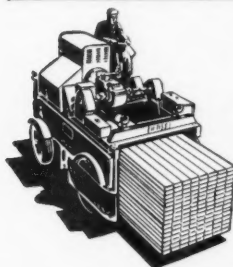
## FORK EXTENSIONS

Fit over regular forks and permit handling of bulky, light loads. Available in lengths to suit requirements. Easily attached and detached. Hollow construction permits regular forks to be inserted by simply laying extensions on ground or floor and driving lift truck forward.



## SCOOPS

Speed handling of coal, gravel, sand and other bulk materials . . . also snow removal. Two types . . . mechanical, 2 cu. yds. and hydraulic, 2½ cu. yds. Quickly interchangeable with regular forks.



## ROSS CARRIERS

For fast, low-cost handling of long, bulky loads. Capacities from 10,000 to 30,000 lbs., speeds up to 56 mph. Consider the savings of transporting materials direct to yards or job-sites, without having to load and unload highway trailers.

**MAIL  
THIS  
FOR  
FULL  
DETAILS**



**ROSS CARRIER LINE** Industrial Truck Division  
CLARK EQUIPMENT CO., Benton Harbor 138, Mich.

**SEND DETAILS ON SERIES 10 FORK TRUCK AND ITS ATTACHMENTS**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





## Sales & Profits go up—

# WHEN MILLWORK IS PENTA-TREATED WITH WOODTOX

## WOOD PRESERVATIVE & WATER REPELLENT



The zooming preference and popularity for WOODTOX Penta-Treated millwork is the direct result of the tremendous extra benefits it gives home and other property owners, *plus* the extra profits it makes for lumber dealers like yourself and your builder customers.

WOODTOX Penta-Treated millwork gives you many ideal competitive advantages to capture a much larger share of available business—and provides you with these sensational promotional and selling factors:

- 1... gives positive protection against termites and decay
- 2... reduces swelling, shrinking and warping to the very minimum
- 3... resists mildew, mold and stain
- 4... provides a painting surface that minimizes blistering and peeling of surface finishes
- 5... cuts maintenance costs far below that of untreated wood or metal

WOODTOX Penta-Treated millwork is that "extra-value," "extra-profit" product you can sell with real enthusiasm.

### Ask Your Millwork Jobber

...or write for booklet explaining the advantages of WOODTOX

### SILENT SALES BOOSTER

WOODTOX in quart and gallon cans, in attractive display carton builds extra counter sales.



Write For  
Price List



## WOOD TREATING CHEMICAL CO.

5137 Southwest Ave. • St. Louis 10, Mo.

### WATCH FOR THIS SEAL

WOODTOX Penta-Treated millwork should bear the NWMA seal of approval, or this brand:

**WOODTOX TREATED**

Name of Lumber Company

Insist that millwork you sell is so branded to certify preservative treatment with WOODTOX.

★ ★ ★

WOODTOX complies with NWMA and Western Pine Association standards, and Army, Navy and Air Force specifications for water repellent preservatives.

## WM. CAMERON'S NEW FT. WORTH WAREHOUSE

This modern warehouse will open September 11 to serve customers of William Cameron and Company's wholesale division in the Fort Worth, Texas, area. This year marks the 77th anniversary of the company's business in Fort Worth. Located on Rutledge Street at the intersection of Landers, this new building contains over 60,000 square feet. Ceilings are 20 feet high to permit stacking by lift-trucks. As many as 16 delivery trucks can be accommodated at one time under the protective awning. Paul Moon, a Cameron veteran and a long-time resident of Fort Worth, is manager.

## Strictly WHOLESALE

HOUSTON, TEX.: The Peden Iron and Steel Co. has advanced E. H. Conner to the position of executive vice-president. Formerly president and treasurer, he was succeeded by A. G. Peden.

HOUSTON, TEX.: The Libbey-Owens-Ford Glass Co. has appointed the Moncrief-Lenoir Manufacturing Co. here as a distributor for superfine fiber-glass insulation. The firm's warehouses in Dallas, Fort Worth, Harlingen, Lubbock, San Antonio, and Temple will supply this insulation in those areas.

RALEIGH, N. C.: The R. L. Moore Pipe and Boiler Covering Co. is new distributor for Libbey-Owens-Ford blanket-type fiber-glass in 37 counties in the Raleigh trade area. The firm has supplied insulations here for 37 years.

SAN FRANCISCO, CALIF.: George A. White has been appointed manager of the Harbor Plywood Corp. of California. For the past four years, White served as Atlanta, Ga., district



plywood sales manager for the Mengel Co., following 10 years' of selling for Harbor.

WASHINGTON, D. C.: **Modern Kitchens, Inc.**, is now distributor for Republic Steel Kitchens in the District of Columbia and 11 counties in Maryland and Virginia.

FORT WORTH, TEX.: New wholesale distributor for the Ra-Tox line of folding doors, made by the Hough Shade Corp., is the **Builders Material Co.**

WINSTON-SALEM, N. C.: The secretary of state has issued a charter of incorporation to the **Bagnal Lumber Co.**, authorizing it to buy and sell all kinds of lumber products. Authorized capital stock was listed at \$100,000. Incorporators include L. N. Bagnal, L. N. Bagnal Jr., and R. L. Bagnal.

AUGUSTA, GA.: A new wholesale lumber firm has been formed here, **Georgian Lumber, Inc.**, with offices at 515 S. F. C. Building. According to Vice-President and General Manager Lloyd Horton Jr., the company will deal in Southern pine, hardwoods, and West Coast lumber, plus a limited amount of plywood. The company will have its own inspectors and will have a salesman in Florida.

### New Corrugulux Outlets

Demand for Corrugulux fiber-glass reinforced translucent plastic panels has increased to the extent that the Libbey-Owens-Ford Glass Co. has doubled its distributor outlets in the Western region during the first part of this year.

Among the new appointments are the Postlewait Glass Co., Kansas City, Mo.; United Sash and Door Co., Wichita, Kan., and Acme Glass Co., Topeka, Kan.

### Sam Austin Is Huttig Manager in Nashville

Now managing the Nashville, Tenn., warehouse and assembly plant of the Huttig Sash and Door Co. is Sam H. Austin. He succeeded George Jenkins, resigned, in July.

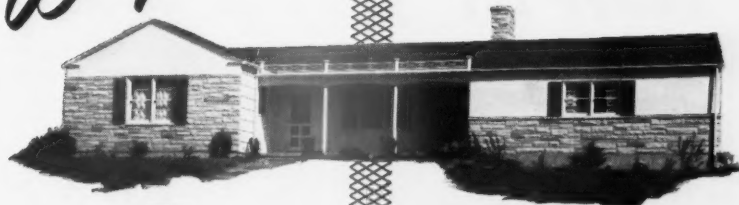
A graduate of the University of North Carolina, Austin served as a newspaper reporter and then weekly newspaper editor before joining the Atlantic Coast Line Railroad in 1942 as a traveling freight agent.

He joined Huttig as a salesman out of the branch in Miami, Fla., in January '45. His accomplishments in this position and as a citizen of Stuart, Fla., won for him his promotion to the Nashville branch managership.

## NEW-TYPE SCREENS ADD

TO  
MODERN  
HOMES

*Buy-Appeal*



PEASE-FABRICATED HOMES, Hamilton, Ohio, offer one of the most versatile and flexible homes on today's market. Keystone Tension Screens are cataloged as optional equipment. The *Kirkwood* model is shown here.

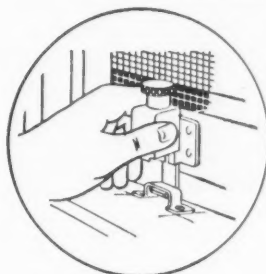


NO FRAME  
NO PAINTING  
NO RUSTING  
LOW COST

**Keystone**

ALUMINUM FRAMELESS TENSION SCREENS

Cash in on the new trend in modern screening . . . feature the popular new Keystone Aluminum Frameless Tension Screens for all double-hung windows! Ideal for new or old homes . . . apartments . . . motels . . . cottages . . . everywhere! Easily installed—no heavy frames to cut or fit. Saves 25 minutes per window in installation time. A neat and attractive full-length, low-cost screen of outstanding long life. Seals tight—with exclusive free floating sill bar . . . assures snug fit at bottom . . . adjusts screen to uneven or off-level sill. Many more plus features that mean profits for you! Send today for details.



Patented tension catch at sill holds Keystone Screen securely in place.

KEYSTONE WIRE CLOTH CO.  
Dept. J15, Hanover, Pa.

Without obligation, send me complete details on Keystone Aluminum Frameless Tension Screens.

Firm.....

Attn. of.....

Street.....

City.....State.....

# Watch the Sales Roll In



Here's a big, profitable market — and it's easy to cash in on. With just *three* sizes of Stanley Track and Hangers, you can meet the requirements of:

- Home and commercial garages
- Barns
- Machine sheds
- Warehouses
- Industrial plants
- Any Place that uses, or can use, sliding doors up to 1,000 pounds in weight.

Your customers get effortless operation, trouble-free service with Stanley Sliding Door Hardware. Frictionless hangers coast quietly, easily. Track sections are uniformly straight. Stanley "Hold-Fast" Track Clamps bind sections tightly into a single length of track. Box track is weather-protected, dirt-shielded.

It will pay you to promote Stanley Door Hardware. Send for folder.

The Stanley Works • New Britain, Conn.

## STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS  
STEEL STRAPPING • STEEL

## HOUSE A DAY!

(From page 52)

addition—site of the proposed development—had been laid out in lots. Soon thereafter, as everyone remembers, disaster descended upon San Angelo and it was not until May 31 that Armstrong considered the time ripe to announce the low-cost home. This was done in a half-page newspaper advertisement which proclaimed the company "ready to rebuild Lake View now."

Although the company's addition on the fringe of the disaster region is known as Lake View, all that section of San Angelo ravaged by winds is also generally identified as the Lake View area. Hence the newspaper announcement was a proposal to let Armstrong Brothers rebuild—either on a lot that contained the rubble of what was a home, or in the untouched Lake View addition.

"This is a house that can be promoted with success in any disaster area, such as Flint, Mich.," Armstrong pointed out.

"Of course, we had no premonition about a tornado or any such disaster when we started planning this low-cost home, which is evidence it was originally conceived to appeal to members of low-income groups who want an adequate quality residence.

"Also, now that this is a disaster area, we can erect a \$7,000 home and mortgage it on the same level or we can build a three-bedroom

house at \$6,500. This particular low-cost home we are building was valued at \$5,250 by the FHA."

Moss interjected that the FHA was highly pleased that someone had produced a house plan making use of FHA Title I, Section 8.

"They were enthusiastic about this house from the outset," he added, "and commented on the fact that we took advantage of provisions of Title I, which had been neglected. It is not difficult to please FHA with a plan on Title I, but it has been difficult to please lending agencies. They could not find what they liked in plans using Title I.

"However, although Title I does not require paving, permits insulation to be left out and allows other cuts, the general plan and quality of these homes found ready acceptance with financing agencies here.

"As far as tornado victims of San Angelo are concerned, this plan and this development are certainly in their favor. For illustration, in rendering aid to disaster victims, the Red Cross can not raise the standard of living for a family, so the best the Red Cross could do was propose to put these people in \$1,900 houses."

The Armstrong low-cost home is built on a 50-foot lot from one of two plans, both of which provide the same square footage. The two plans allow six different front elevations.

Both plans use the same truss and the Armstrong contractor set up a cutting yard at the site of construction, where the jig-method



JOHN ARMSTRONG, left, and John E. Moss, right, stay mighty busy these days handling details for the construction of the packaged two-bedroom houses that they're selling in the Lake View section of San Angelo, Tex., which was struck by a costly tornado last May. The Armstrong Brothers company plans to build 75 such houses, with six different front elevations.

of assembling trusses is used for all houses.

Similar short cuts are adapted in foundation work, where only two sets of forms are employed. The forms, faced with plywood, are adjustable. Form faces are well oiled before concrete is poured and the result is an exceptionally clean-looking foundation, in which even an impression from the grain of the plywood can be seen.

Other structural features of the home are mill-made cabinets in the kitchen and a work area beside the range, asbestos siding over plywood sheathing, polished hardwood floors, weatherstripped double-hung windows, weatherstripped doors, concrete porch, front and rear, and composition roof over plywood.

The house comes complete with plumbing, heating, wiring and painting, the latter in colors to suit the buyer. A water heater is included and for \$270 a water-cooling unit can be installed, a type highly satisfactory and popular in the dry, San Angelo climate.

Mortgages on these homes are of the 20-year type, yet no down-payment is required of the tornado victim who proposes to rebuild on his own lot. In such a case, financing arrangements permit advancing the unfortunates \$500, which can be used for purchase of needed furnishings. This is actually a cash loan to be added to the mortgage.

For the non-victim, the total price is \$5,000 and there is a \$250 down-payment. This down-payment also applies to the disaster victim who does not own a lot. In both cases the mortgage total includes closing costs and the \$40 monthly payment includes principal, taxes, insurance, and interest.

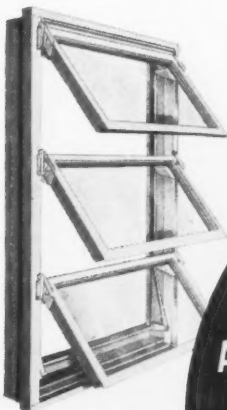
## Chet Kelsey Heads Trade Assn. Executives

Chester C. Kelsey, manager of the Asbestos-Cement Products Assn., was elected president of the American Trade Association Executives at their annual meeting in July. This professional society includes 1,500 trade association directors in the United States and Canada.

This is the first time that the honor has gone to a member of the building supply industry. Kelsey has spent most of his career in the building and building supply field. He was executive vice-president of the National Assn. of Wholesalers before taking his present post in January, 1948.

# MORE SALES *from* LESS INVENTORY

with



**3  
STOCK SIZES  
MEET 75% OF  
ALL REQUIREMENTS**

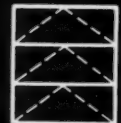
**PROMPT DELIVERY**  
from factory of  
other stock sizes  
for every  
need



2-20-16



3-32-16



3-44-16

## Gate City Perma-Treated WOOD AWNING WINDOWS

Pioneered by GATE CITY SASH & DOOR CO.  
"Wood Window Craftsmen Since 1910"

### DEALERS LIKE THESE PROFIT FEATURES

Gate City dealers realize more profit and savings in warehousing through smaller, faster moving inventories... 3 sizes meet 75% of all window demands! Other stock sizes are delivered promptly.

### Send Coupon For Dealer Information

Tell me all about  
your sample floor  
display model  
that sells windows  
through easy  
demonstration.

GATE CITY SASH & DOOR CO.  
P. O. Box 901, Fort Lauderdale, Florida  
Gentlemen: Please send complete information regarding  
dealership in Gate City Wood Awning Windows.

SBS-9

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

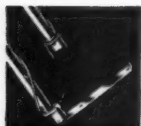




**MISTER—**  
Here is a **REAL**  
**SASH BALANCE**

**HIDALIFT...**

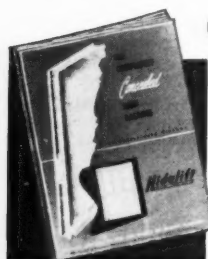
**TRULY THE MOST MODERN**  
**SASH BALANCE ever made!**  
**ACCLAIMED BY BUILDERS, CONTRACTORS,**  
**HOMEOWNERS . . . EVERYWHERE!**



Tension is applied **DURING** installation on "L" type attaching bracket; **AFTER** installation on "L" and "Cup" types.

It's 100% concealed • It's **FASTER** to install • It's **WHISPER-QUIET** in operation • It provides **TWO** methods of tensioning • It has **POSITIVE, NON-JAMMING** action • It has a self-centering guide arm

*In fact, Hidalift has just about everything for greater sales volume — increased profits. Be sure and write for the new descriptive folder.*



QUALITY PRODUCTS FOR OVER A CENTURY



**For literature, detailed information and prices, contact your nearest Hidalift representative.**

**GEORGE F. CURRIE**  
3105 Roswell Rd., N.E., Atlanta, Georgia  
**LAURENCE J. BALDWIN & SON**  
306 Carondelet Building, New Orleans 12, La.  
**FRED H. ZIMMERMAN**  
2608 Reagan Street, Dallas, Texas



*It's just good  
horse sense*  
**. . . maybe**

**WHY HAVE** a Southeast Building Material Show and Dealer Management Forum? That's a natural question for retailers, manufacturers, and wholesalers to ask in connection with the regional dealer convention to be held in Atlanta, Ga., October 22-24.

This event will be something new and different for Dixie, as no such dealer gathering has been held in this section since 1925. But the need and possibilities for such a convention are no less desirable.

It has had its increasingly successful counterpart in other regions of the nation for decades—in the Northeast, the Northwest, the Southwest. So, in deciding to sponsor this new regional dealer gathering in the Southeast, officials of the Florida Lumber and Millwork Assn., the Building Material Merchants of Georgia, and the Tennessee Building Material Assn. were not without practical precedent.

A regional dealer convention permits three things that are not possible with the smaller state or sectional convention.

First, drawing its audience from several states, it will bring together a much larger group of dealers than attend any one or two state meetings held separately.

Second, since it brings together hundreds more dealers than a state convention, a regional convention makes a better opportunity for the manufacturer or distributor of building materials to exhibit his wares economically. Aside from slightly higher booth rental costs, the exhibitor's investment at a convention is about the same—and it's high enough for him to expect several hundred dealerships to be represented by the owners, managers, or purchasing agents.

Third, a regional convention—with its larger audience—is bound to appeal to more qualified and outstanding speakers and program participants. This is truer of dealers than other speakers, because they are more likely to reveal their successful methods and experiences afar than at home among their direct competitors and "neighbors."

A glance at the program for the first Southeast Building Material Show and Dealer Management Forum, which is printed on page 59 of this **SOUTHERN BUILDING SUPPLIES**, indicates the high quality and caliber of program participants such a regional meeting will provide. And the list of exhibitors shows that the nation and region's best known and successful manufacturers welcome this opportunity to display their wares and permit key personnel to hobnob with dealers at such a regional convention.



This convention in Atlanta on Thursday, Friday, and Saturday, October 22-24, is open to all dealers and jobbers and wholesalers in the Southeast—from Virginia to Florida to Mississippi. There is no registration fee. The cost of attending is considered a tax-deductible business expense.

It's a wonderful opportunity for top management in lumber and building material yards throughout Dixie to meet with men of similar problems and hopes, to hear experienced men suggest solutions to those problems, and to check their lines of merchandise and ways of promoting them with the displays of exhibitors. Attendance should satisfy every person who participates—including YOU!

**SPEAKING OF TOP MANAGEMENT**, the third annual Building Material Management Clinic at the University of Tennessee in Knoxville has been scheduled for November 16 through 20. Previous sessions of this five-day course for top management have been attended by dealers from Texas to Virginia, and from Florida to Illinois. It is sponsored by the Tennessee Building Material Assn.

The facts that several men have attended both previous clinics and several firms have had different officials at them, testify to the appeal of such training.

In Texas and Pennsylvania, the Lumbermen's Association of Texas and the Middle Atlantic Lumbermen's Assn. sponsor similar gatherings for dealers in their vicinity, but depend upon the round-table and forum technique instead of the lecture presentation. All are aimed at helping dealers to get fresh discussion and answers to their management problems. No one is too old or successful but that he could benefit from participating in one of these courses.

**WHATEVER YOUR PROBLEMS**, Mr. Dealer, they couldn't be much worse, if as bad, as those faced by lumber dealers in the New York City area. In July and August, their yards were "closed down—tight as a drum." Why? Because their truck drivers and lumber handlers are organized, and both groups were out on strike.

Local 282 of the International Brotherhood of Teamsters (truck drivers) were offered \$1.00 a day wage increase, but struck anyway. Local 205 of the International Longshoremen's Union (the lumber handlers in the yards) also struck during discussion of a two-way raise proposed by management—10 cents an hour now and 10 cents an hour upon contract renewal next July.

"According to the editors of *Lumber Land*, monthly publication of the New York Lumber Trade Assn., "the entire chain of events, it is suspected, was started when the General Contractors Assn. (a heavy construction outfit largely concerned with public works projects) granted their carpenters a 25-cent an hour wage increase and a 2-per-cent hike in fringe benefits. No hemming and hawing—they just granted it."

Most readers of this column are not subject to unionism among any of their employees. Dealers who are subject to unionism have minimized disruption of work through misunderstanding. In all cases it adds up to management being realistic in sharing prosperity with personnel—and being mindful of the causes of unionism.—DONALD L. MOORE

**NOW... a newer, better way to merchandise!**



**a complete cabinet hardware department**

- handy "Pak" with clear acetate cover displays merchandise attractively
- nothing like it for customer convenience

National Lock brings you another great "Select-a-Pak" merchandiser... the No. 32 Cabinet Hardware Assortment. Here is a complete cabinet hardware department for a small investment. Merchandise is shown attractively in automatic dispenser. Use the National Lock No. 32 Cabinet Hardware Assortment as a merchandising companion for the "Select-a-Pak" wood screw and stove bolt assortments. Order yours now. Prompt delivery.

**buy it from your wholesaler**



**distinctive hardware**  
...all from 1 source

**NATIONAL LOCK COMPANY**  
Rockford • Illinois  
MERCHANT SALES DIVISION

Backed by 12 years  
development and use

# New

TYPE "A"

## PLASWOOD PANEL

An extra-strength panel board, made from specially treated long wood fibers. Made in two densities—one as sidewall sheathing—one as underlayment for asphalt and rubber tile, linoleum, wall to wall carpeting.

High resistance to indentation—exceptional nail-holding power—strong bracing qualities—these, along with positive lower cost of Plaswood make it the answer to stronger, more economical construction.



# Plaswood

Southern Plaswood Corporation  
Hope, Arkansas

Send this coupon today. ☐

Southern Plaswood Corporation  
Post Office Box 123  
Hope, Arkansas

Please send me the facts about Plaswood and the name of your nearest jobber or dealer.

I am:

- ☐ Home Owner ☐ Contractor  
☐ Material Dealer ☐ Architect

Name .....

Address .....

## NEWS about MANUFACTURERS

NEW YORK, N. Y.: The **Supradur Corp.** of New York, makers of asbestos-cement siding shingles, Fiber-Shakes, and similar products, has moved to larger quarters in the Chanin Building, 122 East 42nd St., New York 17, N. Y. The firm also recently added a warehouse at the Wind Gap, Pa., plant.

SHELTON, WASH.: C. H. Bacon Jr., who has been vice-president of operations at the Seattle plant of the **Simpson Logging Co.**, has been named vice-president and general manager of the Shelton operations. H. O. Puhn was appointed operations general manager here.

ARCATA, CALIF.: William E. Lawson has been appointed vice-president and general manager of the **Simpson Logging Co.** redwood division, with offices here. Formerly he was in charge of Simpson's northern California operations.

DIBOLL, TEX.: On July 2, the millionth box for ammunition going to American soliders in combat was produced at the **Temple Associates** box factory. The company received its first contract in March, 1951. Horace G. Stubblefield Jr. manages the plant.

JACKSON, MISS.: Moore, Reid and Co., a subsidiary of the **Georgia-Pacific Plywood Co.** since 1942, has changed its name to that of the parent firm. It makes Southern hardwoods, Southern pine, and red cypress. B. F. Cheatham is general manager.

BALTIMORE, MD.: Plant facilities of **Bruning Brothers, Inc.**, makers of Bruning paints since 1923, have been expanded and manufacturing methods modernized. The expansion has raised production capacity to 5,000 gallons of paint a day. Nearly 1,000,000 gallons were produced last year.

FRANKLIN PARK, ILL.: The **Yale and Towne Manufacturing Co.** has purchased the business and assets of the Powdered Metals Products Corp. of America here, in exchange for 12,000 shares of stock. Yale and Towne bought the American Sintered Alloys Co. in Bethel, Conn., last year.

SAVANNAH, GA.: A \$14 million titanium dioxide plant will be built by the Calco Chemical Division of the **American Cyanamid Co.** on 1,600 acres along two miles of the south shore of the Savannah river near here. Construction is to start this fall and is scheduled for completion early in 1955. It will be Calco's third facility for producing the whitest of all

pigments for paints. The others are located at Piney River, Va., and Gloucester City, N. J.

ATLANTA, GA.: The **Visador Co.**, Dallas, Tex., manufacturers of door lights and louvers for flush panel doors, has appointed the George F. Currie Co. here as direct sales representatives in Georgia and Florida. The Currie address is 3105 Roswell Road, N. E., Atlanta, Ga.

NEW ALBANY, IND.: The name of **Gunnison Homes, Inc.**, housing subsidiary of the United States Steel Corp., has been changed to **U. S. Steel Homes, Inc.**, according to Gen. John J. O'Brien, president. The name change coincides with the company's introduction of a new line of factory-made steel buildings at its new plant in Harrisburg, Pa. New officers of U. S. Steel Homes, Inc., include Harry R. Black, vice-president and treasurer; Joseph L. Buckler, assistant comptroller, and John C. Bird, assistant secretary.

COLUMBUS, OHIO: W. J. Waits, sales manager of the **American Stain-**



**HASCAL SIMMONS** has been named manager of a newly-created zone office in Dallas, Tex., for the **Coleman Co., Inc.**, Wichita, Kan., manufacturer of home heating and air-conditioning equipment. From the Dallas office in the Merchandise Mart, the company will serve distributors in 12 Southern and Southwestern states. Until his new appointment, Simmons was Coleman's regional sales manager for the New England and North Atlantic states.

**ed Shingle Co.**, manufacturers of Dualap stained cedar siding, announces the appointment of new sales representatives for the Southeast. From Clifton Heights, Pa., Carl E. Daley will serve this producer in the Wilmington, Del., Baltimore, Md., Washington, D. C., Norfolk and Richmond, Va., markets. From Atlanta, Ga., R. P. Mills will sell this material in Georgia, Tennessee, and the Carolinas.

**CLEVELAND, OHIO:** John M. Morton has been promoted to assistant advertising manager of the **Viking Air Conditioning Corp.** He joined Viking in 1950 as a copywriter.

**WACO, TEX.:** New representative for the **Weyerhaeuser Sales Co.** here is F. F. Fitzgerald, whose headquarters are at Shreveport, La. He replaced E. C. Bangle, who was transferred to Cleveland, Ohio.

**GONZALES, TEX.:** Mrs. G. B. Robertson has sold the **Sunset Brick and Tile Co.** to Herbert Becklund. The plant has been in the Robertson family for 40 years.

**CHARLESTON, S. C.:** **G. S. Carter and Son, Inc.**, has a new mill building and has added modern equipment.

**ROSBORO, ARK.:** The sawmill of the **Ozan Lumber Co.** was one of two sawmills in the United States that received an award for no lost-time accidents during the past year. President J. R. Bemis presented the National Safety Council award to Mill Superintendent Jacobs.

**DENMARK, S. C.:** **Floyd Beard**, lumber mill operator, has been chosen commander of the Bamberg County Post No. 39 of the American Legion.

**JACKSONVILLE, FLA.:** James O'Rourke, manufacturers' agent, will represent **Aluminum Industries, Inc.**, in Florida. The firm makes Permite aluminum paints and varnishes.

**WACO, TEX.:** A. K. Berning has moved here to represent **Sterling Hardware** in eastern Texas.

**CULVER CITY, CALIF.:** President Robert K. Squire has announced that the Superior Scaffolding Co. has simplified its name to **Superior Scaffold Co.**

**YOUNGSTOWN, OHIO:** The **Truscon Steel Division** of the Republic Steel Corp. has appointed A. L. Munsell as manager of sales for dealer commodity products. He joined Truscon in 1945 as an engineer. G. R. Roden was appointed manager of sales engineering for window products. He has served successively as manager of the steel window department, district sales manager in Los Angeles, and Pacific Coast manager.

**CHICAGO, ILL.:** The **American-Marietta Co.** has acquired the Concrete Products Co. of America with



## INDUSTRY FELLOWSHIP REAL IN DALLAS

The various factors in the construction industry not only work together effectively but play together cordially in the Dallas, Tex., area. Evidence is this sextet of men attending the annual golf outing held jointly each June by the Dallas chapter of the Producers Council and the Dallas-Fort Worth chapter of the American Institute of Architects.

From left, the men are Arthur Fehr, Austin architect and chairman of the Texas Society of Architecture convention to be held in Austin, November 4-6; M. B. Vifquain, past president of the Dallas PC chapter and district manager for the Armstrong Cork Co.; Charles Vilbig, Dallas contractor and local president of the Associated General Contractors; Harry Roberts, erstwhile new president of the Dallas PC chapter; Bill Ackers, vice-president of the chapter and program chairman; and Bill Hidell, Dallas architect and vice-president of the local AIA chapter.

More than 125 persons attended the outing and dinner. Prizes were given for all sorts of odd and funny scores.

manufacturing plants in Pittsburgh, Pottstown, and Williamsport, Pa. The move is part of American-Marietta's program to have 10 or more concrete products plants in operation before the end of this year.

**CHICAGO, ILL.:** The **U. S. Aluminum Siding Corp.** recently signed a large-volume, long-term contract with **Reynolds Aluminum** to guarantee supply and quality to Everlum dealers.

**PHILADELPHIA, PA.:** Middle-Atlantic and New England states will be served by a new warehouse here for the **Chain Belt Co.** It will permit immediate shipments of Rex and Baldwin Rex sprocket chains and power transmission machinery, and other accessories.

**SOUTH ELKINS, W. VA.:** As part of a general expansion program, the **Preston Hardwood Lumber Co.** is building five large dry-kilns at its mill here. Vice-President Harold C. Herring announced that a planing mill building would be located near the kilns.

**NEW YORK, N. Y.:** The **Georgia-Pacific Plywood Co.** has appointed Norris Rediker as director of export sales. For the past 15 years he has been associated with the U. S. Steel Export Co. and served with the U. S. Diplomatic Corps before that.

**ATLANTA, GA.:** Guy T. Gunter

Jr. has been made Southeastern representative for **Chambers** of Indianapolis and Shelbyville, Ind., gas range manufacturer. His territory will be Alabama, central and eastern Tennessee, Georgia, Florida, and the Carolinas.

**GARDENA, CALIF.:** **Steelbilt, Inc.**, producer of steel frames for sliding glass doors and windows, has established a research engineering division here. Henry P. Sanders was appointed director.

**HOUSTON, TEX.:** The **Utica Drop Forge and Tool Corp.**, Utica, N. Y., has appointed Ronald A. Larsen as representative for its line of pliers, adjustable wrenches, and screwdrivers. His territory includes southern Texas and Louisiana.

**HASKELL, N. J.:** William P. Mitchell has been promoted to assistant general sales manager for the **Arrow Metal Products Corp.**, makers of pre-coated steel and aluminum strip. Formerly he served the company as sales representative in Long Island for Columbia Mills.

**EAST BROUGHTON, QUEBEC:** E. A. Boadway is now vice-president and general manager of both the Quebec Asbestos Corp., Ltd., East Broughton, and **Philip Carey Co., Ltd.**, Lennoxville. This appointment makes him in complete charge of all Philip Carey operations in Canada.



## HOUSE MARKET

(From page 54)

chaser who decides, in the final analysis, how many new homes will be produced.

Builders will cut production only when it becomes unprofitable, as during a period of declining prices, when costs are not falling as rapidly as prices, and when profit margins shrink or disappear. Prices, of course, reflect the state of the market — falling prices mean not enough demand to keep sales at desired levels. The strength of the demand becomes the key to the outlook. The factors that influence the decisions of individuals to buy or not to buy homes are the factors which will determine the level of activity in the months ahead.

In estimating the future course of demand for houses at least five principal factors must be appraised:

1. The rate at which new households are being formed.
2. Changes in housing standards.
3. The existing stock of houses.
4. Changes in the level of personal income.
5. The availability of mortgage money and the terms under which it can be obtained.

Each of these factors exerts an important influence on demand trends whether we apply them to the country as a whole or to a particular state or locality. Different circumstances prevail however, when considering demand in a particular city or state than when considering the nation as a whole. For example, for the nation, net additions to households may be estimated by considering the number of marriages each year, the establishment of separate households by couples formerly living in shared quarters, the increase in the number of families not headed by a married couple, and the establishment of households by individuals.

A "household" comprises all persons who occupy a dwelling unit, that is, a house, an apartment or other group of rooms, or a room that constitutes "separate living quarters."

When estimating changes in the number of households for some specific geographic subdivision of the nation, it is necessary also to consider the migration of households to and from the area in addition to each of the factors above.

In the case of changes in housing standards for the nation as a

whole, an average applies which may not fit any specific locality. When a given area is considered, its standard is the one to be appraised because changes to a higher standard of housing — even though below the national average — may represent a strong housing demand in that community. And so it is with each of the other factors; local conditions must always replace or be added to the generalized characteristics underlying the particular aspect of demands being studied.

From the close of World War II to mid-1948, new households were formed in this country at an unusually high rate. The Bureau of the Census estimates that 1,582,000 new households were formed in the year ending April, 1948—an all-time record. Annual housing starts also climbed rapidly in this period. Since 1948, new household formation has dropped almost as rapidly as it climbed in the preceding period. New household formation for the year ended in April, 1952, is put at 900,000, over 40% below the 1948 figure. The Bureau of the Census estimates that this decline will continue throughout this decade, the average annual increase in households to 1955 being placed at approximately 700,000.

The outlook beyond mid-1960 gives rise to optimism, the large number of children born in the late 1940's will then be reaching marriageable age with a resulting sharp rise in family formation. For the immediate future, however, the outlook for the nation as a whole is that a sharp drop in demand will result from the decreasing household formation factor.

Rising housing standards may well provide a stimulus to housing demand which will offset the dampening effect of declining household formation. The desire

## Give Gladly



for a higher quality house or for a more suitable neighborhood, or the need for more rooms and facilities because of increasing families, exerts a very real influence on the homebuilding industry, all the more important because it represents higher expenditures per housing unit than formerly with resulting repercussions throughout the economy.

The ever-rising share of total income received by the lower income groups, a tendency much in evidence in this country over the past two decades, has played an important role in developing higher housing standards for larger groups of people. Larger families have been an important factor recently in the desire of families to improve their housing standards. The level of economic activity exerts a very real influence on family formations and birth rates. The prosperous post-war years are no exception and the trend toward larger families among the younger couples is exerting its influence; the five-room home is already being thought of in many quarters as a curiosity of the immediate post-war years.

"Only \$300 down and monthly payments just like rent" is a phenomenon of the post-World War II period. Extended maturities and monthly principal and interest payments were developed by a number of lenders in the 1920's. It was not, however, until the depression of the 1930's brought mass foreclosures that the trend was broadened and became a firmly established mortgage lending practice.

The advent of the VA guarantee carried the development to its present liberality, where 5% down and 25 years to pay is the accepted standard for low-price





homes. Federal government insurance or guarantee has been an important factor in inducing private lenders to grant such terms.

The terms under which mortgage money is made available has a significant influence on housing demand. With the threat of inflation following the outbreak of hostilities in Korea, tightening mortgage loan terms was considered to be the most effective way of curbing demand in this sector of the economy. As inflationary pressures have subsided, a relaxing of terms has been demanded, particularly by builders and realtors, in order to stimulate activity in the housing field.

Loan terms obviously affect the borrowers' willingness to incur a mortgage debt. The willingness of lenders to make funds available rests on interest rates, and in particular on the relationship between mortgage loan rates and the rates available from alternative types of investments. Generally rising rates in all sectors of the market have been apparent since the unpegging of Government security prices in 1951. As a result of this movement, and in response to

strong demands from lenders, builders, and realtors, rates on FHA and VA loans were raised to 4½% effective May 2, 1953, for FHA and May 6 for VA. The FHA rate is 5% so far as the borrower is concerned because of a ½% insurance premium which is generally passed on to the borrower.

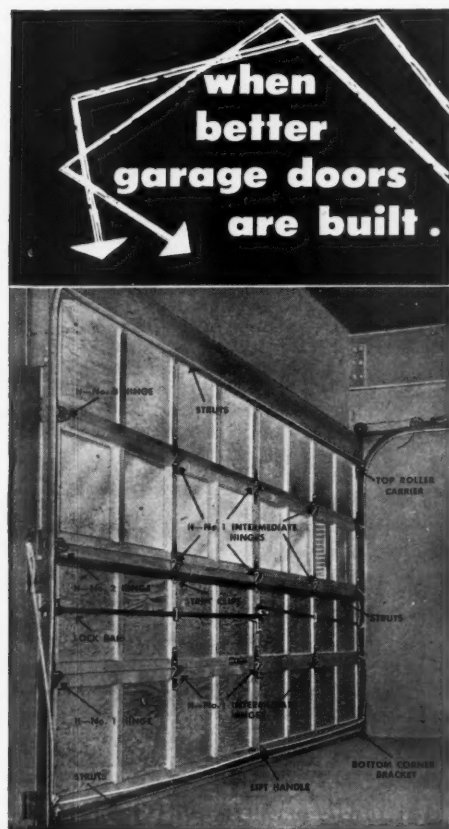
When these rates were raised, it was thought that lenders would find them attractive and as a result would pour additional funds into mortgage lending. It is perhaps too soon to determine whether this result will materialize. The number of new houses started in May of this year, however, was slightly below the number started in April, the first time in the post-war years that May production has fallen below that of April. A sampling of opinion in this (the Richmond Federal Reserve) district indicates that lenders are not finding the 4½% rate as attractive as formerly since yields on other investments have also risen. It takes time, however, for such adjustments to permeate the economy permitting an appraisal of their influences.

The demand for houses is but one of the major economic un-

certainties of the times. However, activity in the industry which provides shelter for the nation's 160 million people reaches so deeply into so many facets of our economy that changes there might well bring about like changes in the economy as a whole.

Improving housing standards and ever-widening home ownership could provide an impetus to the industry over the next decade which would offset declining demand stemming from the expected decrease in the formation of new households. One important factor in making these demands effective is the availability of mortgage money on terms attractive to home purchasers. Of even greater importance is the continuation of a high level of employment and income in all other sectors of the economy.

**PAINT INGREDIENT.** A new booklet tells the story of Pliolite S-5, a rubber-base synthetic resin. It describes how this product fights chemical attack and corrosion through use in paints. It increases paint life and lowers maintenance costs. Goodyear Chemical Division, Akron 16, Ohio.



Every How-ell-dor—residential, commercial and industrial—is a study in classic styling and beauty of design.

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There's a How-ell-dor Electric Operator for every type of sectional garage door.

\*excepting the low-cost El Dorado residential model.



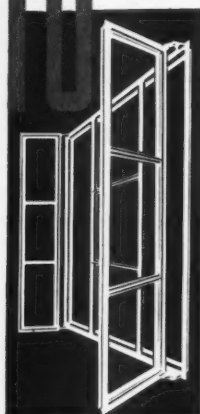
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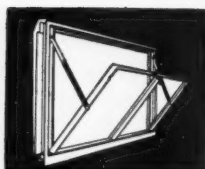
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## DEALERS in the NEWS

### GEORGIA

**BREMEN:** The City Lumber Co. is building a new post-office building here. The lumber company will own the building and lease it to the Post Office Department for 10 years.

**STOCKBRIDGE:** Harry Jones, veteran building material salesman, has opened the Southern Door and Plywood Co. on the highway here. He promised the trade, in a newspaper ad, "the same courteous service that I gave as operator of the Jones Plywood and Lumber Co., in Atlanta." Since leaving the Atlanta Plywood Co., successor to the Jones firm, this dealer had been with Randall Brothers, Inc., Atlanta.

**SANDY SPRINGS:** Service Lumber and Supply, Inc., was opened at 6038 Roswell Road here on July 23. President and treasurer of the firm is D. Homer Starr, Atlanta lumber manufacturer - wholesaler. Arthur (Ernie) Knowles, veteran Florida and Atlanta building supply merchant, is vice-president and general manager. This company sells a full line of building materials and home appliances.

### ARKANSAS

**LITTLE ROCK:** The Nowlin Lumber Co. was destroyed recently in a \$500,000 fire. The company property extended nearly the length of the block that was wiped out. In business at the same location for many years, the lumber company was housed in a two-story corrugated iron building and was equipped with much machinery. All firemen, including those on vacation, were called to the scene and 100 members of the national guard helped handle hoses and rescue firemen overcome with heat.

**DERMOTT:** New president of the Dermott Rotary Club is Roy Waltman, manager of the Peoples Lumber Co.

**LONOKE:** Archie Felts recently moved from Des Arc to manage the Lonoke Lumber Co. The business is owned by Thomas Privett.

### MISSOURI

**SULLIVAN:** Joe Owens has been installed as the 1953-54 president of the Sullivan Rotary Club. He is associated with the Sullivan Lumber Co.

**MARSHALL:** The Phillips Lum-

ber Co. will occupy a building—formerly the home of the Missouri Valley Hatchery—just west of its present office building. Manager Harry Mathis said the building would be remodeled.

### WEST VIRGINIA

**WEIRTON:** A driver for the Gardner Lumber Co. was arrested recently on a charge of driving a truck with its load protruding too far in the rear. He was charged with 15'4" overlength.

### NORTH CAROLINA

**SPRUCE PINE:** J. Herbert Duncan has announced his retirement from the Spruce Pine Lumber Co., which he helped organize in 1926. He sold his interest to his partner, Fred W. Diddix Sr.

### LOUISIANA

**BATON ROUGE:** Two lumber firms recently merged their interests here when the Louisiana Lumber Supply Co. bought the stock of the Central Lumber Co. The new business will be conducted at the Choctaw Drive plant under the name of the Central Lumber Co. H. Doyle Martin is vice-president and general manager of the firm.

### OKLAHOMA

**BARTLESVILLE:** One of the oldest lumber firms in this section, the Buildmor Lumber Co., went out of business recently. The firm has been in continuous operation since 1904, when it was established by the late W. A. Kidd. Manager Carl Brown said its real estate was sold to the Metal Goods Manufacturing Co., to be used for storage.

**MUSKOGEE:** Leslie A. Hurd is new president of the Muskogee Chamber of Commerce. He manages the Hope Lumber Co. here. He also has served as president of the Kiwanis Club and as potentate of the Shrine.

**OKLAHOMA CITY:** The Allied Builders Supply Co. has been incorporated with capital stock listed at \$75,000. Incorporators include C. B. Warr, R. E. Caston, and H. L. Douglass.

**PONCA CITY:** The Rock Island Lumber Co. has an enlarged and re-

modeled showroom for displaying building materials. The building now has a 150-foot front and is air-conditioned. In business here for over 60 years, the firm also operates a ready-mixed concrete plant, which also was enlarged.

**CORDELL:** Ira Riley has been transferred to the Cordell yard of the Davidson and Case Lumber Co. He previously managed the yard in Harrah.

**CHEROKEE:** The Long-Bell Lumber Co. recently held a "get acquainted" event, offering many items at low prices. Souvenirs were given to every one who visited the store. Wilfred Ball is manager.

## MARYLAND

**CALLOWAY:** The Calloway Lumber and Supply Co. is building a new fire-proof cement block lumber storage shed 120 feet long. The firm rebuilt the front part of the quarters after it was destroyed by fire about a year ago.

**DUBLIN:** The R. Lamar McCann Co. recently increased its storage facilities by erecting a new shed on the lot across the street from the main store building. The lot also provides parking space for McCann customers.

## KANSAS

**MARQUETTE:** Elton Thomas (Tom) Spunaugle, manager of the Burgner-Bowman-Matthews Lumber Co. here, married Miss Beulah Marie Whitesell in Waterville in an unusual double wedding recently. Also married at the same time were his grandfather, Parl Spunaugle, to his new wife's grandmother, Mrs. Mae Whitesell. After the double ceremony, the two couples left on a honeymoon through the Ozarks.

**RUSSELL:** Adam Herbel has been named manager of the Houston-Doughty Lumber Co. He succeeded Clyde Underwood, who resigned and moved to Ottawa.

**HARPER:** Mayor George E. Jones, of Turon, has joined the Harper Lumber Co. as assistant manager. He worked for the Potter Lumber Co. in Turon for many years.

**HARTFORD:** Leo Herrick, who managed the Hardman Snowden lumber yard here for several years, recently resigned to become manager of Charley's Hardware. His successor at the lumber yard is Tommy Dill.

**LANCASTER:** The T. E. Snowden Lumber Co. has opened a new branch store and yard here. The modern store on Lancaster's main street was

introduced to the public through an "open house." Raymond Frazier is manager.

**CLAY CENTER:** The Howell Lumber Co. yard has been sold to J. W. McKee, who will use the buildings for warehouse space, to be rented to several local firms.

## TEXAS

**SAN MARCOS:** John B. Roberts has purchased the Lynch Davidson Co. lumber business here. After remodeling the buildings and changing the name to Roberts Building Materials, he held a formal opening in August. Before moving here from Houston, Roberts was a consulting architect for the Humble Oil and Refining Co. for 10 years.

**MART:** J. W. Whitley has moved here to manage the W. F. and J. F. Barnes Lumber Co. He replaced Billy Absher, who resigned.

**ARLINGTON:** Mrs. Christine I. Cooper and J. C. Ferguson were married in the First Methodist Church in July. Ferguson is owner of the Ferguson Lumber Co. and president of the Arlington school board.

**AUSTIN:** The Calcasieu Lumber Co. has opened a new yard on the Dallas highway to serve the north

## CARPENTER NAIL APRONS



### No. 111-0 17" x 22"

Made of full weight, square yard base duck. Lettered in any one color, bound up both sides. Double stitched neck band prevents rolling. Flared pockets, bar tacked at all points of strain. SHIPPED PREPAID.

	50	100	250	500	1M
9.93 Oz. White	.48	.43	.42	.41	.40
8.69 Oz. White	.46	.41	.39	.38	.37
Orange or Khaki (Specify)	.54	.49	.47	.46	.45

### No. 112-0 8" x 18"



Same material as No. 111-0. Bound and double stitched waist band across top. Flared pockets, bar tacked at all points of strain. SHIPPED PREPAID.

	50	100	250	500	1M
9.93 Oz. White	.32	.27	.26	.25	.24
8.69 Oz. White	.30	.25	.24	.23	.22
Orange or Khaki (Specify)	.36	.31	.30	.29	.28



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MANUFACTURERS

Fabric Div.

WACO, TEXAS

## TRAFFIC FLAGS



Wire loop in top for attaching to load and keeping flag unfurled. SHIPPED PREPAID.

### No. 121 — Good Quality Red Cloth. —

	100	250	500	1000	2500	5000
12" x 12"	.17	.15	.14	.13 1/2	.13	.12 3/4 Ea.
16" x 16"	.26	.24	.23	.22	.20	.19 Ea.

Prices include imprint one side in aluminum

### No. 124 — Red Duck—Stenciled one side in white—

	100	250	500	1M	2 1/2 M	5M
12" x 12"	.21	.20	.19	.18	.17	.16 Ea.
16" x 16"	.29	.26	.25	.24	.22	.21 Ea.

Letters Both Sides  
Same Copy Add

.03 .02 3/4 .02 1/2 .02 1/4 .02 .01 1/2 Ea.

### No. 126 — Plastic Film—Stenciled one side in Silver.

	100	250	500	1M	2 1/2 M	5M
12" x 12"	.19	.17	.16	.15 1/2	.15	.14 3/4 Ea.
16" x 16"	.29	.27	.26	.25 1/2	.25	.24 3/4 Ea.

Letters Both Sides  
Same Copy Add

.03 .02 3/4 .02 1/2 .02 1/4 .02 .01 1/2 Ea.



### No. 116-0

#### CEMENT OR LEG APRON

29" wide, 34" long. Metal fasteners on leg bands. Large pockets as illustrated. No charge for imprinting if ordered in lots of 50 or more or with No. 111-0 nail aprons and the same copy used. Otherwise, add \$2.50 for imprinting any quantity. For longer length add 2c per inch on white, 3c per inch on waterproof.

9.93 oz. White duck	\$1.10 Ea.
12.41 oz. Khaki waterproof	1.80 Ea.

### No. 118-0

#### YARD APRON

29" Wide, 36" long. Large pockets as illustrated. No charge for imprinting if ordered in lots of 50 or more or with No. 111-0 nail aprons, and same copy used. Otherwise, add \$2.50 for imprinting any quantity. For longer length add 2c per inch on white, 3c per inch on waterproof.

9.93 oz. White duck	\$ .90
12.41 oz. Khaki waterproof	1.55





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side of Austin. It occupies a remodeled building on the former site of the King Lumber Co. Opening the Calcasieu Northside yard was part of the 70th anniversary celebration of the company.

**SAN ANTONIO:** New regional Chamber of Commerce president here is E. L. Powell. He is president of the Alamo Lumber Co. here, one of a chain of 34 yards. He also is vice-president of George C. Vaughan and Sons, wholesale lumber firm, and a director of the Edens-Birch Lumber Co. at Corrigan and Cleveland, Tex.

**ROTAN:** Sam Hamm, who has been a refrigeration and TV engineer in Snyder, has moved to Rotan to head the appliance and TV department of the Home Lumber Co. This firm's sales of these products have grown to the extent that they have been made a separate department.

**GEORGETOWN:** Norman W. Schmidt, manager of the Southwestern Lumber Co. for many years, has bought the firm with John Sudduth. The new owners have moved the business to a new location in North Georgetown, on highway 81, and are building additional sheds and storage space. The firm is known as Georgetown Builders Supply.

**BEAUMONT:** Scott D. Clark has been elected president of the Texas Ready-Mixed Concrete Assn. He had served as second vice-president since the group was organized in June, 1952. Clark is vice-president of the Brown-Lane Co.

**DeKALB:** The Morris Dunn Lumber Co. recently bought the lumber and building supply stock of the Whybark estate and the box factory. The factory property is being remodeled as a site for the Morris Dunn Lumber Co.

**LUBBOCK:** President and General Manager Leland Payne and his staff held a formal opening of the Leland Payne Lumber Co. in its new building on Clovis Road recently. Opening in a new building climaxed five years of progress, since Payne bought the firm in 1948.

**AMARILLO:** Gene Klein has added another service to his list of civic accomplishments. He is now one of three members serving on the Water Resources Board for Texas, appointed by Governor Shivers. Its purpose is to conserve water for 12 Panhandle cities. Klein formerly was mayor of Amarillo.

**CORPUS CHRISTI:** July 21 marked a double expansion of the Selby-Lankford Building Supply Co. here. The firm name was enlarged to include that of D. E. Ewing, who had joined the firm in 1951 after 30 years' service with William Cameron and Co. The name is now Selby-

Lankford and Ewing Lumber Co. Then the company moved into its handsome new "builder's department store."

**ROCKWALL:** The Rockwall County Lumber Co. held a formal opening recently. This new building supply firm carries a complete line of materials for homebuilding. O. E. Blanton is president; Mrs. Bernice Blanton, treasurer; Lois Dillard, vice-president; Hardie Mays, secretary and manager.

**JUSTIN:** Leo Adams, owner of the Justin Lumber Co., is now serving his community as mayor.

## MISSISSIPPI

**HOLLY SPRINGS:** The Simpson Lumber Co. was granted a charter of incorporation here recently to sell building supplies.

**GREENWOOD:** Manager of the Wallace E. Johnson Lumber Co. here now is Robert H. Haener II. He also will manage the Wabi livestock and rice ranch at Itta Bena for Wallace E. Johnson Enterprises, with which he was associated in Memphis. Haener studied architecture at the University of Virginia and served in the U. S. Army in Europe during World War II and in Japan since then.

## Hardwood Plywood Promotion Launched

Featuring the trade-mark, "Certified American Quality," a \$500,000 trade promotion program for hardwood plywood over a period of two years has been kicked off by the Hardwood Plywood Institute.

At a July meeting of the Trade Promotion Committee, a tentative budget outline was presented and approval was granted on the initial phase of the program. It includes the development of a catalog, grade-marking, trade-marking, and quality control, according to M. C. McIver, chairman.

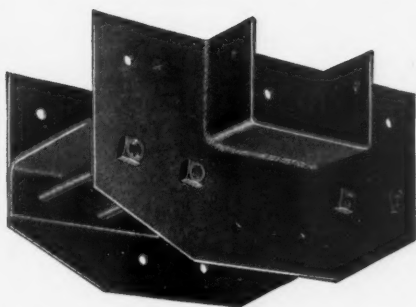
At the first meeting of the combined membership since the merging of the Southern Plywood Manufacturers Assn. with the Hardwood Plywood Institute, 34 were in attendance, including operators from Canada.

The trade-mark adopted by the group, which contains the phrase "Certified American Quality," will be used in labeling plywood panels and in promotion and catalog information. In the catalog, emphasis will be placed on the matchless beauty and permanence of hardwood plywood, calling specific attention to its strength, impact resistance, and wearability, according to R. D. Behm, trade promotion director.



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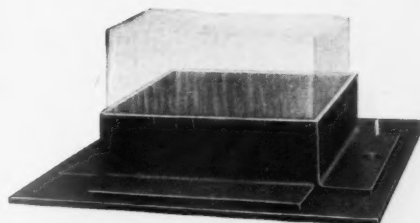


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made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. APPROVED BY UNDERWRITERS' LABORATORIES.

**JOIST HANGERS** — Fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.



**POST BASES** — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



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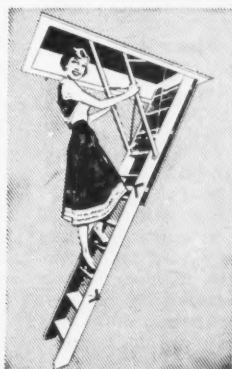
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**\$36.00**

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—A BETTER QUALITY UNIT COMPETITIVE, AND MORE!

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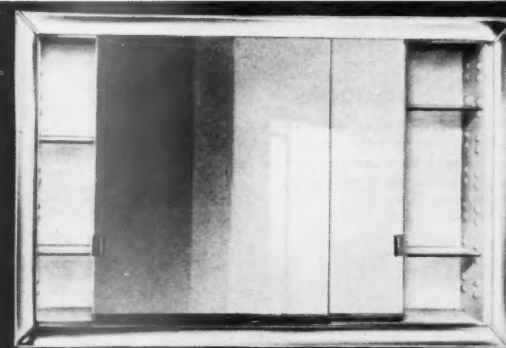
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## INTRODUCES

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## SLIDING DOOR CABINET Model SD-PL



### IDEAL'S CROWNING ACHIEVEMENT IN BATHROOM BEAUTY . . .

Here's bathroom cabinet beauty "picture-framed" in stainless steel . . . with TWICE the Space and Mirror Surface.

The New "Westwood" sliding door cabinet is another reason why more dealers and distributors are selling the Ideal line for greater cabinet profits.

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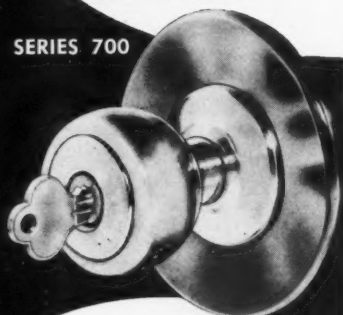


PRECISION BUILT

**HARLOC**

*Pacemaker  
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*A Superior*  
**KEY-IN-KNOB  
LOCK SET**

*Featuring*

- Dual action opening with positive key stop
- Five pin tumbler cylinder
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**EASY TO INSTALL—  
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Pacemaker pre-assembled tubular sets. Featuring the Barloc fully automatic push-button in knob lock set for bath or bedroom doors. The ideal companion for Pacemaker Shelton Key-In-Knob.



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## BOOKS to Note

### 'Before You Buy a House'

THIS NEW BOOK will help anybody who reads it—"without knowing a joist from a BTU"—how to judge, value, and decide to buy a new house or an old one. The author is John Hancock Callender, AIA member and architectural consultant to the Southwest Research Institute.

Heart of this text is the Evaluation Checklist, which was prepared by the Housing Research Foundation and authorized by both the Architectural League of New York and the Southwest Research Institute. This checklist is a simple means of scoring a house for livability, durability, and reliability as a home. It is broken into four scoring sections on: The Neighborhood, Outside the House, Inside the House, and The Builder.

Other features of this timely 160-page book are a bibliography, covering required reading, additional reading, and technical books and references, and a section showing 34 selected houses and developments with 211 photographs, drawings, and plans. Among them are dwellings recently built in Alexandria and Fairfax county, Va.; Sarasota, Fla.; Dallas, Houston, and San Antonio, Tex., and Johnson county, Kansas.

Architect Callender both challenges and defends the homebuilding industry in these words: "The homebuilding industry probably suffers from poorer public relations than any other major industry. As in most other fields, the vast majority of homebuilders are honest, hard-working businessmen who give the public a fair value. Their profits are not excessive and they are not trying to cheat anyone."

"At the upper end of the scale are a small number of men of courage and vision who are the natural lead-

ers of the industry. At the lower end of the scale are the relatively few fly-by-night-jerry-builders. This chiseling minority exists in every industry, of course, and the homebuilders probably have no more than their share. Unfortunately this minority constantly gets into the news. As a result, many people believe that all builders, or anyway most builders, are chiselers."

"Before You Buy a House" is published by Crown Publishers, Inc., 419 Fourth Avenue, New York 16, N. Y. It costs \$2.95 a copy.

### Masonry, Waterproofing

"THE WISE HANDBOOK of Masonry and Waterproofing" contains data of value to anyone living in a masonry home and to anyone who plans to do any masonry work himself.

Written in simple, layman's language, this book is ideal for lending to customers who want to do their own work, and as background information for salesmen.

The first two chapters cover basic information on mixing, placing, fixing, curing, and coloring concrete, and information on mortar and brick laying.

The third chapter explains how to build such masonry projects as a baseball home plate, bench, bicycle stand, bridge, curbs, driveways, outdoor fireplace, porch floors, foundations, garden pool, concrete block garage, shuffleboard court, sidewalks, and steps.

The remaining nine chapters deal with waterproofing, explaining such problems as efflorescence, leaks, and condensation. It explains methods of waterproofing any house inside and outside, from the foundation to the chimney.

Sketches illustrate all working points to make them clear for the inexperienced home-owner. An index makes it simple to look up a masonry or waterproofing problem.

"The Wise Handbook of Masonry and Waterproofing" is published by William H. Wise and Co., Inc., 50 West 47th Street, New York 36, N. Y. It sells for \$1.95.

### FIRST TREE-FARMER

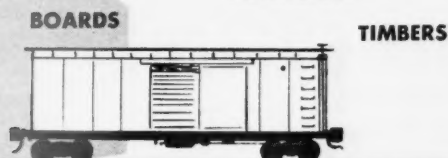
E. N. McCall, a 73-year-old farmer who owns 80 acres, half of them forested, in Dixonville, Ala., proudly holds the title of the "South's first Tree Farmer." His plantation in Dixonville, Ala., was certified April 4, 1942. Eleven years of tree-farming have made McCall an enthusiastic supporter of the movement.



# MIXED CARS TO YOUR ORDER

**S**pecify what you want...we'll fill the order.  
Shown above are just some of the special items  
which can be included in mixed car shipments.  
Remember, too, that your order can include  
hemlock, fir and cedar. For quality lumber and  
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BEVEL SIDING  $\frac{1}{2} \times 6$  AND  $\frac{1}{2} \times 8$   
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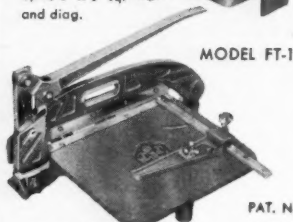
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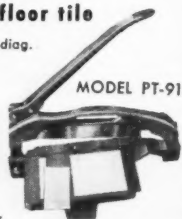
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**FORESTRY FACTS.** "Growing Wood for America" is a pocket-size, illustrated booklet that answers many questions about our forests. The booklet, with latest statistics, makes an ideal gift to schools, libraries, and civic groups. Individual copies free from the American Forest Products Industries, Inc., 1816 N Street N. W., Washington 6, D. C.

**TOOL CATALOG.** A new catalog lists 52 Porter-Cable portable electric tools and tool kits with over 400 attachments. Included are complete specifications and prices. Request catalog No. 101, from the Porter-Cable Machine Co., 24 Exchange Street, Syracuse 8, N. Y.

**GARAGE DOOR INSTALLATION.** A new wall chart gives simplified instructions for installing How-ell-dor garage doors. This 17"x22" sheet lists labor-saving installation steps that assure complete weather protection and tightly-sealed door closure. Howell Manufacturing Co., Cottman Street and Hasbrook Avenue, Philadelphia 11, Pa.

**VENTILATION GUIDE.** For 50 cents, the Torrington Manufacturing Co., Torrington, Conn., offers a complete buying guide to air-moving equipment. It pictures and describes both cooling and heating units. Included are air circulators, air dehumidifiers, air deodorizers, attic fans, auto air-conditioners, bathroom ventilators, elevator ventilators, evaporative air coolers, exhaust fans, house trailer ventilators, kitchen ventilators, roof ventilators, room air-conditioners, small fans and blowers, window ventilators, auto heating systems, central heating systems, floor furnaces, home heaters,

oil burners, portable heaters, room heaters, unit heaters, and evaporative condensers.

**KITCHEN SPACE CALCULATOR.** To help dealers and other kitchen planners tell at a glance just how many and what size wall and base cabinets will fit any given space from 12" to 96", G-E offers the "Speedy Spacer." This pocket-size calculator is a card listing information, pulled through a durable cardboard envelope on which are shown sketches of various appliances with their sizes. General Electric, 310 West Liberty St., Louisville 2, Ky.

**PADLOCK USES.** "The Key to Selecting Padlocks" is a new brochure explaining padlocks and their purposes, mechanisms and keying possibilities. Yale Lock and Hardware Div., Stamford, Conn.

**"STAINLESS STEEL for Store Fronts and Building Entrances"** is a new two-color booklet containing detail drawings, photographs, and brief comments on such installations. Alternate treatments are provided to aid the man who must adapt his approach to his client's outlay. American Iron and Steel Institute, 350 Fifth Ave., New York, N. Y.

**DISPLAY HARDWARE.** A new folder shows a variety of metal pieces with which displays for merchandise are formed. The various clips fit into wall pieces and perforated panels. The Eldon Co., 2034 West Fulton Street, Chicago 12, Ill.

**HEATING MANUALS.** The National Warm Air Heating and Air Conditioning Assn., 145 Public Square, Cleveland 14, Ohio, has published

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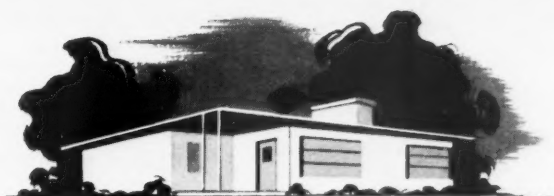
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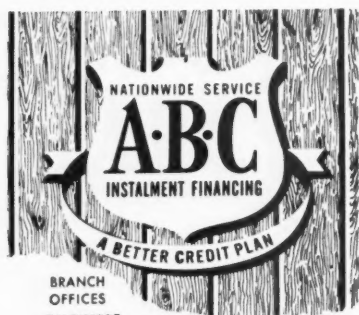
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revised editions of four manuals. They include manual 3, "Calculating Heat Losses"; manual 4, "Warm Air Perimeter Heating"; manual 7, "Code and Manual for the Design and Installation of Warm Air Winter Air Conditioning Systems," and manual 10, "Small Pipe Warm Air Perimeter Heating."

**COOLER HOMES IN SUMMER.** The Small Homes Council of the University of Illinois, Urbana, Ill., has compiled an eight-page circular on "Summer Comfort." It reviews and explains methods of keeping sun and heat out of the house, ventilation, fan cooling, and air-conditioning systems.

**SHORT-LENGTH MOLDING.** "Shorty Finds a Home" is a cartoon-illustrated booklet that tells the tale of a short length of molding that finally was put to use in a home. It suggests ways that retail dealers can move such short lengths to reduce waste. Western Pine Association, Yeon Building, Portland 4, Ore.

**DECIMAL DECAL.** A convenient, time-saving decal showing decimal equivalents in 64ths is offered free to engineers, designers, draftsmen, and others. Measuring 6" by 1 1/4", it is easily applied to slide rules, T-squares, drawing boards, desks for quick reference. The Meyercord Co., 5323 West Lake St., Chicago 44, Ill.

**MAPLE FLOORING.** "How to Lay a Lifetime Floor of Northern Hard Maple" is offered in a new edition. It outlines steps to take in laying flooring, suggesting types of nails and ways to drive them, plus other helpful tips for the amateur. Maple Flooring Manufacturers Assn., 35 East Wacker Dr., Chicago 1, Ill.

**GYPSUM FIRE TESTS.** The National Bureau of Standards building materials and structures report No. 135, "Fire Tests of Steel Columns Encased with Gypsum Lath and Plaster," is offered for 15 cents from the Government Printing Office, Washington 25, D. C. The report explains how tests were made and gives results according to composition, reinforcement, thickness, and size of columns.

**FLOOR LOADS.** "Live Loads on Floors in Buildings" gives details concerning a recent survey in which the weight and distribution of goods, equipment, and occupants were obtained floor by floor and area by area. Write for National Bureau of Standards Building Materials and Structures report 133, for 20 cents, from the Government Printing Office, Washington 25, D. C.

**CURTAIN WALLS.** A new technical bulletin describes Seaporclad porcelain enamel curtain wall material. It tells how various metal "skins" are laminated to fire-resistant, thermal and sound insulating cores. They

are used for single interior-exterior walls, veneers, ashlar, permanent, or removable partitions. Seaporcel Metals, Inc., 28-20 Borden Avenue, Long Island City 1, N. Y.

**PROTECT PLUMBING.** "Protection of Plumbing Fixtures Against Abuse During Building Construction" is a new folder published by the Vitreous China Plumbing Fixtures Assn., 1709 M Street, N. W., Washington 6, D. C.

**MATERIALS-HANDLING CHART.** A new chart pictures and names various materials-handling equipment used for package handling, bulk handling, roller and wheel, monorail and accessories, storage equipment, truck accessories, power and hand trucks, cranes and hoists, and chain and cable conveyors. Kornylak Engineering Corp., 513 Communipaw Avenue, Jersey City 4, N. J.

**BETTER NEIGHBORS.** "25 Ways to Make Apartment Living More Enjoyable" is a folder that is suitable for distribution in a No. 10 envelope to apartment-house tenants. It includes pointers for greater consideration of neighbors and for better care of the building. Sample copy free from Tyler Kay Co., Inc., 775 Main St., Buffalo 3, N. Y.

**MOLDERS.** The Dependable Machine Co., Greensboro, N. C., offers a new catalog on Electro-Unit drive molders of 4", 6", and 8" standard and random length hopper feed models. Write for catalog C-12.

**MECHANIZED BOOKKEEPING.** A new folder, "Mechanized Accounts Receivable Posting," tells how the Foremost accounting machine provides simplified controls and analysis at lower costs. It speeds billing and keeps customer records up to date. Remington Rand, Inc., 315 Fourth Avenue, New York 10, N. Y.

**BATHROOM CABINETS.** The Bennett Manufacturing Co., Alden, N. Y., offers a new catalog on Bennett Bilt medicine cabinets. Some of these recessed cabinets feature side fluorescent lights. They are made with one mirrored door and with mirrored "wings."

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## Houston Secretaries Win 2 National Awards

The Houston chapter of the National Secretaries Assn. won two national honors at that group's national convention in Seattle, Wash., recently.

The Houston NSA chapter's bulletin, *Strikeovers*, won a silver cup for Miss Pauline Winner as the best edited publication of a local chapter.

The Membership Committee of the Houston NSA group won the Southwestern district award for the greatest increase in membership.

Active in the Houston chapter Publicity Committee is Miss Tillie Smith, secretary to Gene Ebersole, executive vice-president of the Lumbermen's Assn. of Texas.

## Church Design Meet To Be Held in Chicago

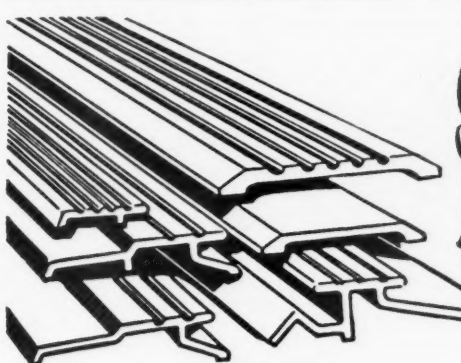
Ministers and the organizational personnel of churches of all denominations have been invited to see and hear the many new features at the second annual International Church-

mans Exposition in the Chicago Coliseum, October 6-9.

The International Church Buildings Forum will be highlighted by a panel discussion on "Contemporary Vs. Traditional in Church Architecture."

The Hall of Church Designs will again feature over 100 panels, or mounts, exhibited by the nation's leading architects, showing plans of America's newest churches. Models of churches will be a new architectural feature this year, supplementing the panels.

The Hall of Food Service Designs is another feature this year.



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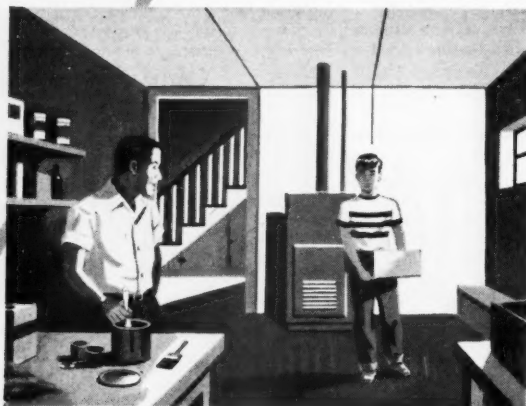
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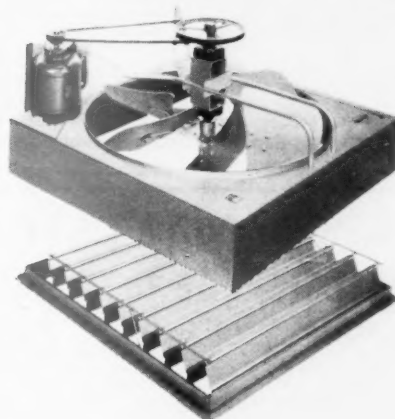
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The Name

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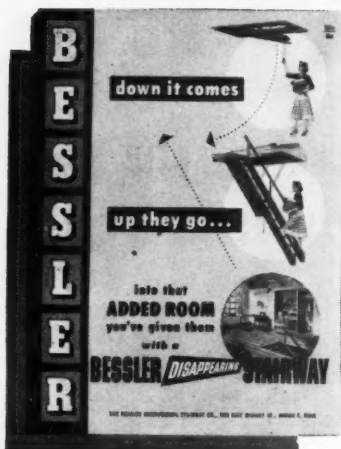
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